

Social Responsibility – Qatar

Sustainability in the Digital Age 2025

"Towards harnessing digital technologies to promote sustainability and social responsibility in Qatar".

Qatar University

12th Edition



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Cover | A modern design capturing the essence of contemporary Qatar in a panoramic scene where programming language symbols blend seamlessly with skyscrapers. A blue butterfly rests gently on the edge, symbolizing life, renewal, and continuity.

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H.E. Sheikh Bandar bin Mohammed bin Saoud Al Thani
Governor of Qatar Central Bank

The power of the
economy is only
as strong as the
responsibility
of humanity.

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12th Season: Sustainability in the Digital Age

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Social responsibility is a way of life rooted in our authentic Qatari values



His Excellency Sheikh Mohammed bin Abdulrahman Al-Thani
Prime Minister, and Minister of Foreign Affairs

For so long, under the leadership of His Highness Sheikh Tamim bin Hamad Al Thani, the Emir of the State of Qatar, may God protect and bless him, Qatar has consistently sought to ensure that every policy and initiative launched by our government is deeply rooted in the concern for the well-being of our people and the achievement of sustainable development for our society.

This approach drives us to embrace the values of social responsibility, which have become a way of life at the core of our values, not just a part of our policy.

Social responsibility is not just a concept taught in books or discussed in meetings; it is a way of life that we strive diligently to embody in every aspect of our lives.



Qatar is a symbol of social responsibility and commitment to the development of local and global communities.

In Qatar, we pride ourselves on not viewing social responsibility as merely a duty, but as an opportunity to build a more sustainable and just future for future generations.

By working together, we can ensure a prosperous and sustainable future for the State of Qatar and its people. Additionally, we can guarantee a decent life for every individual living on Qatari soil.

During the past year, Qatar's role as a symbol of social responsibility and its commitment to the development of local and global communities has become prominent. Through a series of initiatives and programs, Qatar has proven that its diplomacy extends beyond politics to encompass social development, with a focus on humanitarian diplomacy. Qatar has long worked to

expand the scope of humanitarian aid and support for countries facing humanitarian crises resulting from natural disasters or conflicts.

Through these aid programs, Qatar has not only provided financial and logistical support but has also worked to provide education and healthcare for the affected populations. What distinguishes these aids is not only their magnitude but also their sustainable nature, focusing on capacity building and enhancing independence for various communities. This reflects Qatar's commitment to sustainable development across different parts of the world, as an application of humanitarian diplomacy.

Qatar has not hesitated to fulfill its commitment to play an active role on the international stage in supporting peace and development. Through its foreign policy, Qatar has sought to be a voice for dialogue and understanding, and a partner in building a more just and secure world.

For Qatar, it has always emphasized that social responsibility is not limited to economic or political aspects alone, but also includes cultural and humanitarian dimensions. Social responsibility has been the foundation for Qatar's constant call to build bridges of communication and understanding between peoples and different cultures, and to promote values of tolerance and coexistence. Thus, social responsibility is a cornerstone in all decisions of the state at both local and international levels.

Qatar University plays a vital role in promoting sustainability and digital innovation



Dr. Omar Al Ansari, President of Qatar University

Qatar University takes pride in its role in promoting CSR.

The holding of this conference at Qatar University has both symbolic and practical significance. Symbolically, it reflects the university's status as a leading national institution in promoting a culture of CSR, and practically, it reflects the university's ongoing commitment to integrating these values into every aspect of academic work, whether in education, research, or community service.

Since its establishment, Qatar University has always been more than just an academic institution; it is an integral part of Qatari society, carrying its mission, breathing its values, and seeking to enhance its tangible impact on the lives of its members. We have made sure that sustainability - in its environmental, economic, and social dimensions - is one of Qatar University's priorities, and that these values are reflected in policies, curricula, projects, and daily activities, so that the university's contributions are rooted in positive change.

In recent years, Qatar University has endeavored to build an academic

environment that fosters digital innovation on the one hand, and ethics and responsibility on the other. We believe that technology - no matter how advanced - remains a neutral tool, and that it is our responsibility as educational institutions to instill in our students the ability to use these tools in the service of humanity and society.

Qatar University plays a vital role in promoting sustainability and digital innovation through its multiple initiatives in integrating sustainability principles into its academic programs and research activities. We strive to promote digital literacy, innovation, and the ethical use of technology among faculty, researchers, and students. In this context, we recognize the importance of developing specialized research groups and educational curricula that integrate the concepts of circular economy, ethical artificial intelligence, and sustainable digital transformation. In this context, we are working on strategic partnerships with local and international institutions to push this vision towards practical application, in light of the university's commitment to aligning its research with the Qatar National Vision 2030.

Among Qatar University's achievements in the field of sustainability is its leadership of the Middle East and North Africa Business Schools Alliance for Sustainability (MEBAS), which represents a model of regional cooperation in redefining the concepts of management and higher education in line with the challenges of the times. The alliance reflects Qatar University's realization that real change does not necessarily occur within geographical boundaries, but can be part of a broader intellectual movement.

Last year's CSR 2024 conference organized by the university was a landmark turning point, not only in the quality of the conversations it generated, but also in the methodology it adopted in bringing together academics with practitioners, decision-makers with activists, and researchers with students. The 2025 edition is a natural extension of this process, and we hope that the discussions will lead to practical and applicable visions that contribute to strengthening Qatar's position as a leading knowledge and humanitarian center in the field of sustainable development.



Social responsibility, at its core, is more than a shiny slogan

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The Qatar CSR Summit 2025 is a vital scientific, intellectual, and institutional platform.

Dr. Saif Al-Hajari, Chief Executive Officer of Qatar CSR National Program and President of Mubadara for Social Impact

The concept of social responsibility, in its profound essence and comprehensive vision, is not merely a slogan celebrated on occasions. Rather, it is a well-structured intellectual and practical framework based on solid foundations of enlightened societal awareness, strategic and wise leadership, long-term planning, and a serious commitment to a deliberate transition toward innovative development models that are more equitable in the distribution of benefits and more inclusive of all segments of society without exception.

Given the accelerating and remarkable developments shaping our contemporary world particularly in the areas of digital transformation, rising environmental challenges, and deep social shifts, it has become

both necessary and inevitable to reassess traditional development concepts, update their tools, and redefine their priorities to align with the demands of the present era. In this context, the importance of social responsibility is increasingly evident, not merely as an ethical obligation or a voluntary charitable act, but as a comprehensive strategic framework and an integrated approach to achieving the positive and sustainable change we collectively seek.

Guided by this vision, the Qatar CSR Summit 2025 serves as a vital scientific, intellectual, and institutional platform. It clearly reflects the convergence of Qatar's ambitious national will with the growing global awareness of the importance of fair and sustainable development.

The event provides a space for knowledge exchange and collaborative

effort. Our contribution to this year's conference continues the path outlined by the Qatar CSR National Program, which today functions as an integrative platform aimed at fostering a shared language among government institutions, the private sector, universities, and civil society organizations. We believe that digital sustainability can only be achieved through conscious partnerships where science meets experience, dialogue meets action, and value is aligned with impact.

Finally, I would like to emphasize that my overall supervision of this important conference did not stem solely from institutional responsibility, but rather from a personal conviction and a deep belief that true sustainable development is not built solely through large-scale projects or individual initiatives despite their importance, but is rooted in enlightened thinking, quality education that instills the right values, and conscious, active community engagement.

We firmly believe that every institution regardless of its size or sector and every individual in this society has both the ability and the responsibility to be an active, positive contributor to the desired transformation toward a better future. The journey of social responsibility begins with an awareness of its importance and necessity, grows through committed actions and purposeful initiatives, and can only fulfill its noble objectives when these principles become a deeply rooted institutional culture embedded in daily operations, and a shared national practice that reflects our values, identity, and aspirations for sustainable progress and prosperity.



Integrating academic perspectives with societal needs to accelerate the progress of social responsibility



Dr. Rana Sobh
Dean of the College of Business and Economics, Qatar University.

Education and scientific research are the driving forces behind social change in the digital age.

Academic education and systematic scientific research in this digital and knowledge-driven era are among the most powerful and influential tools not only for transferring information but also for building deep collective awareness, shaping critical thinking, and creating practical and sustainable models for positive change. As the Dean of the College of Business and Economics at Qatar University, a leading institution in higher education in the region, I firmly believe that academic institutions play a central and strategic role that goes beyond education and research. They also lead constructive societal dialogue, guiding it toward a future marked by environmental and economic sustainability, greater equity and social justice, and the ability to effectively and flexibly navigate the vast digital transformations reshaping our world.

Through our dedicated efforts and careful planning, as part of our active academic participation in the 2025 Social Responsibility Conference and Exhibition, we have strongly reaffirmed the central importance of rigorous scientific research and its vital role in producing reliable knowledge capable of making a tangible and valuable impact at both the societal and institutional levels. Social responsibility, in its deep essence and comprehensive philosophy, no longer relies solely on theoretical ethical analysis or voluntary commitment; it increasingly requires precise scientific measurement tools, advanced evaluation models, and innovative research methods that skillfully integrate various disciplines, such as economics, strategic management, information technology, behavioral psychology,

and sociology, to understand its multifaceted dimensions and effectively address its complex challenges.

The College of Business and Economics at Qatar University adopts a comprehensive strategic approach that emphasizes the close synergy between its three core pillars: exceptional teaching that aligns with the latest knowledge, original scientific research that adds value to human understanding, and community service that translates this knowledge into practical solutions. We are also committed to ensuring that our university curricula and diverse academic programs, both at the undergraduate and graduate levels, reflect the current demands and major challenges of the times, including urgent climate challenges, accelerating digital transformations, dynamic changes in consumer behavior and consumption patterns, and shifts in the global and local investment environment.

In this important conference, we placed great and deliberate emphasis on building bridges and enhancing effective communication channels between specialized academics, policymakers in both the public and private sectors, and promising students and innovative entrepreneurs.

This was achieved through organizing a diverse and rich variety of interactive workshops, in-depth discussion sessions, and presentations of applied

research projects by our researchers and students. We take great pride in the active and enthusiastic participation of our students, the future leaders, who presented valuable field studies and practical application papers. These contributions reflect the growing awareness and intellectual maturity of this new generation in recognizing the importance of creatively integrating theoretical scientific knowledge with active community engagement, turning ideas into initiatives with a positive impact.

We affirm that our academic responsibility as an educational and research institution is by no means limited to the mere production and accumulation of knowledge within the walls of the university. Rather, it extends to directing this knowledge towards national and humanitarian priorities, activating it as a driving force for change, and linking it to its local, regional, and global context to ensure its relevance and impact. This year's conference, with its rich discussions and broad participation, has undoubtedly demonstrated that educational institutions and universities are capable and qualified to be the true drivers of change, vital laboratories for formulating evidence-based, enlightened policies, and comprehensive platforms to elevate the behavior of individuals and institutions towards achieving sustainable development goals in all their dimensions.



Qatar CSR Summit 2025: Sustainability in the Digital Age



The third edition of the summit will focus on sustainability in the digital age, where professionals, industry leaders, academics and stakeholders gather to explore how digital innovation can push sustainable and responsible commercial practices.

Sustainability in the digital age refers to the use of digital technology to accelerate and expand sustainable practices, balancing economic growth, environmental protection, and social justice. The concept is based on the integration of digital tools into decision-making, planning, and implementation processes, enhancing resource efficiency, reducing waste, and expanding the positive impact of organizations on society and the environment. The theme 'Sustainability in the Digital Age' was chosen for Qatar CSR Summit 2025, a paradigm shift in line with accelerating global developments. In an era characterized by the dominance of digital transformation, understanding and guiding the interactive relationship between technology and sustainability is critical.

The intersection of digitalization and sustainability is a critical area that requires in-depth study and careful strategic planning. On the one hand, digital tools and platforms offer unprecedented opportunities to enhance operational efficiency, reduce resource consumption, improve environmental monitoring, and develop innovative solutions to climate challenges. Smart cities, for example, can help manage energy and water consumption more efficiently, improve waste management, and reduce emissions through improved



transportation systems. Digital technologies also provide powerful tools to analyze big data, helping organizations and governments make more informed decisions about sustainability and track progress toward goals.

On the other hand, the challenges associated with the digital economy and increasing technological consumption are making it necessary to rethink current practices to ensure their sustainability. E-waste is one of the most prominent of these challenges, requiring environmentally and economically responsible handling. The energy consumption of data centers and growing digital networks raises questions about the carbon footprint of digital transformation. Furthermore, issues such as the digital divide, data security and privacy, and ethical considerations in the use of AI raise important social aspects that must be addressed to ensure that digital transformation is inclusive, equitable, and supportive of sustainable social development.

The importance of this theme is closely linked to the Qatar National Vision 2030, which places sustainability and environmental development at the top of its priorities, along with human, economic and social development. Realizing this vision requires harnessing all possibilities, including digital tools, to achieve its goals. The conference, with its theme 'Sustainability in the

Digital Age', explored how technological innovation can support these goals, and how to build a sustainable and responsible digital economy.

The conference addresses multiple perspectives on implementing sustainability in the digital age, including:

Green IT: Discuss ways to develop and use digital technologies in ways that minimize environmental impact, such as designing more energy-efficient data centers, developing recyclable electronics, and reducing energy consumption in network operations.

Digital Innovation for Sustainability: Showcasing innovative digital solutions that serve sustainability goals, such as air and water quality monitoring applications, smart farming systems that reduce water and fertilizer consumption, renewable energy management platforms, and environmental awareness applications.

Digital responsibility and governance: Addressing the ethical and social dimensions of digital transformation, including the importance of protecting personal data, combating cybercrime, ensuring transparency in the use of advanced technologies such as artificial intelligence, and reducing the digital divide to ensure that everyone has access to the benefits of digitization. Qatar's efforts in the field of cybersecurity, such as the establishment of the National Cybersecurity Center and specialized academies, fall within this framework.

Capacity building and qualification: Emphasize the importance of preparing qualified national cadres to deal with the challenges and opportunities of the sustainable digital age. This includes developing educational curricula and training programs that combine technical knowledge with awareness of sustainability and social responsibility.

Person of the Year: H.E. Sheikh Bandar bin Mohammed bin Saoud Al Thani, Governor of Qatar Central Bank



H.E. Sheikh Bandar bin Mohammed bin Saoud Al Thani
Governor of Qatar Central Bank

The power of the economy is only as strong as the responsibility of humanity.

is not only essential to promote efficiency and financial inclusion, but also to support sustainable economic growth. This recognition is in line with the global trend towards promoting governance, transparency and sustainability (ESG) principles in financial institutions, an area that is gaining increasing importance in identifying sustainable investments and responsible banking practices.

His Excellency Sheikh Bandar bin Mohammed bin Saoud Al Thani is recognized for his active contributions in building a strong financial system that supports national development goals, and recognizes the importance of his role in leading the financial sector towards a future characterized by sustainability and digital innovation, making him a role model for corporate responsibility at the highest levels.

H.E. Sheikh Bandar's biography and achievements reflect his strong commitment to the financial sector's responsibility towards the society

and the environment. His words and initiatives emphasize that achieving sustainable development should be a comprehensive societal goal that requires the combined efforts of the government and the private sector. His presence as CSR Person of the Year reflects national recognition for his role in establishing a culture of sustainability in Qatar's financial institutions and guiding them towards building a balanced developmental future in line with the Qatar National Vision 2030.

Honoring H.E. Sheikh Bandar bin Mohammed bin Saoud Al Thani is a message that is broader than just a title. It is a certificate of appreciation from the nation for its financial leader who sees every economic policy as an opportunity to redistribute hope, and every number as an indicator of our sincerity in serving our society. He deserves to be honored because he has given sustainability executive features and made financial institutions a pillar of change, not just tools for financing.



Qatar's military is a model of active citizenship and social responsibility



Social Responsibility at Qatar's Ministry of Defense: Protecting the homeland and caring for society.

HE. Sheikh Saoud bin Abdulrahman Al Thani, Deputy Prime Minister, and Minister of State for Defense Affairs

Qatar's Ministry of Defense shines as a symbol of patriotism and discipline, but its role goes beyond border protection to embody a deep commitment to social responsibility towards the State of Qatar and society as a whole. Social responsibility is not just a duty; it is an integral part of the Ministry's values and mission to serve the nation and its citizens. The Ministry places great importance on social responsibility, considering it an integral part of its overall strategy to promote sustainable development and community service. This commitment is manifested through a range of initiatives and events that aim to enhance cultural and technical awareness, develop national capacities, and contribute to the realization of Qatar National Vision 2030.



Promoting a culture of sports in the community
Qatar's Ministry of Defense participated in the activities of the 14th edition of the State Sports Day, which was held at Al Badaa Park, in order to emphasize its commitment to social responsibility and promote the culture of sports in the community. The event was attended by His Excellency Sheikh Saud bin Abdulrahman bin Hassan Al Thani, Deputy Chairman of the Qatar Defense Council, who highlighted the role of the organization and its contributions to the development of society and strengthening its components in national development, as well as raising awareness of the importance of supporting groups affiliated with the organization and centers to achieve social and human development and serve Qatari society.

HE Sheikh Saud bin Abdulrahman bin Hassan Al Thani, Deputy Prime Minister and Minister of State for Defense Affairs, and HE Lieutenant General (Pilot) Jassim bin Mohammed Al Mannai, Chief of Staff of the Qatar Armed Forces. The ministry organized a variety of sports and recreational activities, including football, basketball, volleyball, and athletics.

The event also included competitive competitions between children of the Ministry's employees and the public, with the aim of encouraging all age groups to practice sports and raise awareness of its importance in daily life. This participation comes within the framework of the Ministry of Defense's efforts to promote

values of cooperation and develop the spirit of participation among community members, and emphasize the role of sports in promoting physical and psychological health.

It is worth noting that National Sport Day is held annually in Qatar, where various sporting events are organized in which various institutions and organizations participate, with the aim of promoting awareness of the importance of sport and making it part of the community culture.

Interactive programs to instill values

The Ministry offers interactive programs for children, where they can participate in simulated Special Forces training, such as obstacle courses and tower abseiling, while ensuring the highest safety standards, helping to instill the values of discipline and courage in young people. In addition, the pavilion features a photo booth and a dedicated room for children under the age of five. The pavilion is fully equipped to meet the standards of comfort and safety for people with special needs, underscoring the ministry's commitment to providing an inclusive and comfortable environment for all visitors. Through this participation, Qatar's Ministry of Defense highlights its role in promoting community interaction and national awareness, and emphasizes its commitment to social responsibility by offering events that contribute to strengthening the link between the Armed Forces and society, and familiarizing the public with its missions and history, thereby enhancing pride in national identity.



Increasing national awareness and community engagement
Qatar's Ministry of Defense is keen to promote national awareness and responsibility through its active participation in various national events and occasions. This participation is not only a show of strength and readiness, but also an opportunity to communicate directly with members of the community and enhance the sense of belonging and national unity.

The Armed Forces' interaction with the public on these occasions reflects its firm commitment to serving the country and its citizens in various fields. The Qatari Ministry of Defense pays great attention to social responsibility, and this commitment is embodied through its active participation in the "Darb Al Sa'i" activities on the occasion of the National Day. The Ministry's Moral Guidance Directorate oversees the organization and management of all activities and events at this national event, where the Qatari Armed Forces perform live military demonstrations, including music battalion performances, parachute jumping, and hand to hand combat demonstrations, highlighting the readiness of the armed forces and their interaction with the community.

The ministry's pavilion features a range of old and modern military vehicles, as well as naval and air simulators, providing visitors with a unique interactive experience that

introduces them to the evolution of the country's defense capabilities. The pavilion also contains an interactive exhibition of the Armed Forces, which enables the public to live through various events in rooms dedicated to each unit, such as land, sea, air, relief, and special forces, enhancing visitors' understanding of the missions and functions of these units.

As part of enhancing historical awareness, a miniature castle has been set up at the General Headquarters with a time line documenting the history of the

Qatari Armed Forces from 1948 to the present, with a display of artifacts and weapons, which contributes to familiarizing the public with the evolution of the military institution and its role in protecting the homeland.

Documenting Military Legacy and Strengthening National Identity

To commemorate the 75th anniversary of the founding of the Qatar Armed Forces, the Ministry of Defense, in collaboration with Qatar Post, issued a special set of stamps on October 3, 2024. The issue includes six stamps featuring the most prominent defense vehicles from the early days of the Armed Forces, as well as a series of logos that reflect the history of special units since their establishment.

The move documents the prominent role played by the Armed Forces in enhancing the country's capabilities and defending its national interests, and sheds light on Qatar's rich military history. Through these initiatives, Qatar's Ministry of Defense emphasizes its commitment to social responsibility by developing national competencies, strengthening strategic partnerships, and documenting military heritage, thereby contributing to building a strong and cohesive society and achieving sustainable development in the country.





"Innovative Energy Solutions in Defense" Symposium

Reaffirming its commitment to sustainable development and innovation, the Armed Forces Research, Experimentation and Development Center (AFREDC) organized a seminar entitled "Innovative Energy Solutions in Defense" under the patronage of HE Dr. Khalid bin Mohammed Al Attiyah, and in the presence of HE Pilot General Salem bin Hamad bin Aqeel Al Nabit. A group of professors and experts from local and international academic and research institutions participated in the symposium, where they discussed ways to innovate sustainable energy in the field of defense and promote dialogue between academics, scientists and engineers.

The symposium focused on interacting with experts in the sustainable energy sector at the local and international levels, exchanging knowledge, transferring technology, and encouraging scientific research and innovation, thus contributing to stimulating the advancement of energy and sustainable development in defense. At the conclusion of the seminar, His Excellency the Chief of Staff of the Armed Forces affirmed the Armed Forces' keenness to develop in the field of innovative energy in defense, and urged to exert more efforts to achieve the desired goals.

Commitment to Sustainable Development

Qatar's Ministry of Defense is increasingly interested in integrating the principles of sustainable development into its operations and encouraging environmental awareness among its personnel. By adopting eco-friendly practices and conserving natural resources, the Ministry is contributing to building a sustainable future for Qatar for generations to come.

With this holistic and integrated approach, Qatar's Ministry of Defense emphasizes that its responsibility extends beyond protecting borders to caring for society, contributing to global humanitarian efforts, and promoting environmental sustainability, making it a key pillar in building a prosperous and secure future for Qatar.

Promoting regional and international security and stability

The role of the Qatari Ministry of Defense is not limited to protecting the country's borders and providing humanitarian aid, but extends to active participation in efforts to maintain regional and international peace and stability. By participating in international exhibitions and conferences such as the Doha

International Maritime Defense Exhibition and Conference (DIMDEX), the Ministry seeks to enhance cooperation and exchange experiences with various countries in the field of security and defense, believing that security and stability are the basis for development and prosperity for all.

Improving military education and training

The Ministry of Defense seeks to develop military education and training to prepare qualified cadres that contribute to building a strong and cohesive society.

In this context, on January 18, 2024, the Ahmed bin Mohammed Military College celebrated the distribution of certificates to the graduates of the nineteenth batch of candidates.

Studies at the college included various programs, including military science, parachute jumping, thunderbolt and diving courses, as well as academic disciplines such as management, law, accounting, information systems, international relations, computer science, logistics, cybersecurity, and Russian language.

These programs demonstrate the ministry's keenness to provide its members with an integrated education that combines military training and academic sciences, qualifying them to contribute effectively to society.



Reaching out globally for help and relief

The social responsibility of the Qatari Ministry of Defense is reflected in its noble humanitarian role on a global level. The Qatari Armed Forces have been at the forefront of efforts to provide relief assistance to those in need around the world. Transporting aid to Afghanistan and Sudan, and supporting the evacuation of wounded Palestinians, are not just humanitarian duties, but an expression of Qatar's leadership and people's commitment to the values of solidarity, giving and extending a helping hand to the afflicted and needy everywhere.

In August 2024, two Qatar Armed Forces planes arrived in Port Sudan, carrying 27 tons of vital relief aid and basic shelter supplies.

Since May 2023, the State of Qatar has been operating an air bridge to Sudan as part of its support for the brotherly Sudanese people and its full support for their resilience in the face of the difficult conditions they are experiencing due to the ongoing fighting. This large humanitarian shipment was a collaborative effort, provided by Qatar Fund for Development, Qatar Charity and Qatar Red Crescent, demonstrating a coordinated national response to support those affected by the devastating floods in Sudan.

Although these efforts are not exclusively undertaken by the Ministry of Defense, the Armed Forces are very likely to play a vital logistical role in many of these operations, ensuring the timely

and efficient delivery of essential supplies and support to affected populations around the world.

The significant positive impact of Qatar's relief and medical support has also been recognized, particularly in areas such as Gaza. The appreciation expressed by officials and analysts in Gaza for Qatar's efforts underscores the tangible difference these humanitarian interventions make in alleviating suffering and providing essential support in times of crisis. The Ministry of Defense's involvement in transporting aid and possibly facilitating medical evacuations directly contributes to the effectiveness of these interventions. Even looking a little further back in time, the example of Qatar Armed Forces aircraft transporting emergency aid, including mobile toilets and generators donated by Qatari citizens, to earthquake victims in Turkey illustrates the established ability and willingness of the armed forces to conduct rapid disaster relief operations on an international scale. These ongoing efforts in providing humanitarian assistance on a global scale clearly position Qatar, with the active participation of the Ministry of Defense and the Armed Forces, as a proactive and responsible actor on the international stage, fulfilling a critical aspect of its social responsibility by providing support and solidarity to those affected and afflicted everywhere.

Fourth Executive Strategy Symposium for Senior Leaders
As part of its efforts to promote strategic thinking and cultural and political awareness, the Strategic Studies Center (SSC) of the Qatar Armed Forces organized the fourth executive strategic seminar for senior commanders, in cooperation with the US NESA Center for Strategic Studies, under the title "Military Strategies between the conceptual legacy of the 19th century and the reality of modern warfare". The seminar was held under the patronage of H.E. Dr. Khalid bin Mohammed Al Attiyah, Deputy Prime Minister and Minister of State for Defense Affairs, and in the presence of H.E. Lieutenant General (Pilot) Salem bin Hamad bin Aqeel Al Nabit, Chief of Staff of the Armed Forces.

The symposium aimed to study renewed phenomena and issues, provide intellectual and analytical insights, and enrich the creative thinking of leaders and ground it in sound scientific methodology.

Instilling the values of responsibility in future generations

Believing in the importance of raising an informed and responsible generation, Qatar's Ministry of Defense collaborates with various institutions to organize awareness programs aimed at instilling the values of social responsibility in



young people. Partnering with Qatar Foundation for Social Work and the National Service Academy to organize seminars for recruits on this topic is an important step towards building a future generation capable of assuming their responsibilities towards their country and society.

Partnering with the private sector to support food security

As part of its efforts to develop the skills of its members and contribute to achieving national food security,

the National Service Academy signed a cooperation agreement with Baladna Food Industries on January 10, 2024. This agreement aims to train the academy's recruits on the operation and management procedures of factories, with a focus on strategic food production factories. This initiative highlights the ministry's commitment to strengthening partnerships with the private sector and developing national capabilities in vital areas that support the country's economic independence and food security.



Social Responsibility as a Pillar for Human Development and Sustainable Economic Growth



H.E. Sheikh Faisal bin Thani bin Faisal Al Thani
Minister of Ministry of Commerce and Industry

Investment in Qatar: An Economic Vision That Integrates a Humanitarian and Environmental Mission.

The Ministry of Commerce and Industry in the State of Qatar plays a pivotal role in shaping economic policies, fostering the investment environment, regulating the trade and industry sectors, and protecting consumers. The Ministry is committed to developing practices that foster comprehensive and sustainable growth, guided by the firm belief that economic development is inseparable from institutional values that promote transparency, protect the environment, and serve society.

The Ministry regards economic growth in Qatar not just as a financial milestone, but as a comprehensive mission that incorporates environmental and humanitarian aspects, grounded in

the principles of social responsibility and sustainability, which guide its development initiatives and plans.

In this context, the Ministry strives to embed social responsibility principles across its strategies and encourages companies to adopt this approach within their operational ecosystem, particularly following the launch of the International Organisation for Standardization's ISO 26000 certification, which offers a clear framework for social responsibility in the private sector.

Sports Activities to Promote Community Health

The State of Qatar places the development of the sports sector among the highest priorities of its National Vision 2030, recognising it as a powerful tool for building communities and promoting public health.

As a recognised global sports hub, Qatar assigns particular importance to this sector, especially following its remarkable success in hosting the 2022 FIFA World Cup — a milestone that demonstrates the country's dedication to enhancing individual and societal well-being.

In this spirit, the Ministry of Commerce and Industry actively participates in all national sports initiatives, including the 'National Sports Day', celebrated annually on the Tuesday of the second week of February. This participation aims to promote the values of community health and embed sports culture among employees as a lifestyle and a cornerstone of long-term development, helping build healthier individuals and stronger communities.



Setting Standards for Social Responsibility

The Ministry is working to establish national standards for social responsibility, in collaboration with relevant entities and stakeholders, within a coherent framework grounded in international best practices.

Driven by its belief in the importance of comprehensive social responsibility across the commercial sector, the Ministry places great emphasis on consumer protection and strives to create a more sustainable and

transparent business environment, by promoting competition and preventing monopolistic practices.

These efforts benefit both consumers and the private sector and strengthen Qatar's reputation as a responsible global hub for commerce and industry.

Supporting Social Responsibility Initiatives in the Business Sector

Recognising the pivotal role of the private sector as an active partner in driving sustainable development, the Ministry supports initiatives that promote corporate social responsibility in the private sector.

The Ministry sponsors specialised conferences and forums, such as the Qatar CSR Summit, that serve as vital platforms for sharing expertise and best practices.

Among its initiatives is 'Al Baraka' CSR program, which encourages companies to donate a portion of their profits to support local charitable projects.

This initiative strengthens the public-private sector partnership and supports the objectives of Qatar National Vision 2030.





Promoting Market Integrity by Combating Counterfeit Goods

The Ministry is firmly committed to protecting consumer rights and safeguarding market integrity through a range of effective measures to combat commercial fraud and ensure product quality.

The Ministry organises specialised training sessions for its inspectors, in close collaboration with companies' representatives, to develop their skills in identifying counterfeit goods. These efforts have led to the successful seizure of counterfeit products across various outlets, reflecting the Ministry's success in curbing illegal market practices.

The Ministry regards combating commercial fraud as a core aspect of its social responsibility—ensuring consumer protection, promoting

fair competition, encouraging corporate commitment to quality and innovation, and building trust between consumers and businesses.

These actions also strengthen Qatar's reputation as a trustworthy economic environment.

Raising Legal Awareness

In line with its social responsibility commitments, the Ministry strives to raise legal awareness and promote the understanding of intellectual property rights and consumer rights among individuals and businesses through workshops and awareness seminars.

The Ministry believes that increased legal literacy is a fundamental pillar of a fair and sustainable economy. Protecting intellectual property not only safeguards creators' rights, but also

encourages innovation and supports entrepreneurs, thereby boosting Qatar's national competitiveness.

Awareness Workshop for Ehsan Center Employees

As part of its social responsibility toward consumer protection and legal education, the Ministry continues to organise field workshops aimed at raising consumer awareness. One such initiative was held for employees of the Center for Empowerment and Care of the Elderly (Ehsan) – blending theoretical education with practical applications.

This workshop helped embed the concept of the 'informed consumer' as a key pillar of sustainable development and empowered individuals to balance their rights with responsible purchasing behaviour.



Towards a Green and Responsible Economy

Reflecting its commitment to sustainability, the Ministry demonstrated its ability to integrate investment promotion with social responsibility during its participation in 'Expo 2023 Doha' under the theme "Green Desert, Better Environment."

This participation provided a strategic platform to highlight legislative initiatives that support building a responsible, sustainable investment environment aligned with Qatar's Vision 2030 and the objectives of the Third National Development Strategy (NDS3).

The Ministry offered an interactive experience, at the Investment Centre's pavilion, showcasing the environmental standards governing national investments

and fostering the fair and sustainable partnerships—underscoring Qatar's commitment to responsible investment, environmental sustainability, and the protection of investors' rights.

Training and Qualification Agreement with Qatar Finance and Business Academy

Reaffirming its belief in the importance of human capital development as a pillar of economic growth, the Ministry signed a strategic cooperation agreement with Qatar Finance and Business Academy to enhance the Ministry's internal training systems and develop human resource competencies.

The agreement also establishes an innovative framework for managing professional learning and development,

underscoring the Ministry's long-term commitment to investing in its employees and enabling them to contribute effectively to sustainable development.

Leveraging Technology for Transparency

To further its social responsibility objectives amid global digital transformations and in preparation for the Fourth Industrial Revolution, the Ministry, in collaboration with Qatar University and Ernst & Young (EY), organised a specialised workshop on applying artificial intelligence in the auditing profession.

The workshop spotlighted the role of AI tools in improving the quality and reliability of auditing processes and enhancing institutional efficiency in a business environment rooted in transparency and accountability.





The Ministry's Participation in World Autism Awareness Day

Demonstrating its deep commitment to human values and social justice, the Ministry participated in World Autism Awareness Day by lighting its Lusail City headquarters in blue, in solidarity with the global campaign to raise awareness of the rights and needs of individuals with autism.

This participation reflects the Ministry's dedication to promoting inclusion, based on the conviction

that sustainable development cannot be achieved without empowering all segments of society.

Intellectual property protection workshop for Qatar Academy students

Demonstrating its commitment to nurturing a culture of respect for intellectual property among younger generations, the Ministry, in cooperation with Qatar Foundation, organised awareness workshops for students at Qatar Academy – Doha. These workshops explored the

fundamentals of intellectual property protection and innovation rights, linking them to modern technologies such as artificial intelligence.

This initiative reflects the Ministry's vision of promoting social responsibility through education, laying the foundation for a society that values innovation and safeguards the rights of creators.

The Ministry of Commerce and Industry believes that economic growth cannot be intrinsically sustainable, unless it is closely aligned with social responsibility.

Economic success is not measured solely by financial metrics, but by the improvement of individuals' quality of life and well-being through integrated and comprehensive strategies.

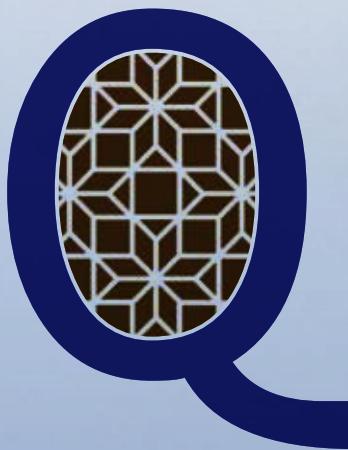
The Ministry strives to create a just and inclusive economic environment that strengthens societal cohesion, provides sustainable opportunities for future generations, and achieves a balanced and harmonious relationship between economic advancement and social responsibility.



Our responsibility is to achieve sustainable development, strengthen the national economy, and elevate societal well-being.



At the Ministry of Commerce and Industry, we believe in the importance of social responsibility through safeguarding consumer rights, fostering investment, supporting industrial innovation, developing national talents, promoting environmental sustainability, and contributing to community initiatives.



الاستفادة من الذكاء الاصطناعي لتعزيز المسؤلية الاجتماعية للشركات في الشركات القطرية: الفرص والتحديات

Leveraging Artificial Intelligence to Enhance Corporate Social Responsibility in Qatari Businesses: Opportunities and Challenges

الدراسة الثامنة للجنة المسؤلية الاجتماعية بجامعة قطر
The 8th study by the CSR Committee at Qatar University

أجريت بواسطة:
لجنة المسؤلية الاجتماعية، كلية الإدارة والاقتصاد بجامعة قطر
Conducted By: CSR Committee, CBE, Qatar University

بدعم من:
برنامج قطر للمسؤولية الاجتماعية
Supported by: Qatar CSR National Program

1. Introduction

In the rapidly evolving digital era, artificial intelligence (AI) has emerged as a cornerstone of innovation, reshaping industries and redefining competitive landscapes. AI is viewed as the simulation of human intelligence in machines and includes technologies such as machine learning, natural language processing, and robotics, enabling businesses to enhance efficiency, decision-making, and strategic agility (Garg, 2021; Rashid & Kausik, 2024). From automating routine tasks to generating data-driven insights, AI's transformative potential is evident across functional areas of business organizations, including operations, finance, marketing, and supply chain management (Lee et al., 2023; Cao, 2021). Beyond operational gains, AI is increasingly recognized as a catalyst for advancing corporate social responsibility (CSR), offering tools to optimize sustainability practices, ethical governance, and stakeholder engagement (Zhuang & Wu, 2024; Khan et al., 2024). However, despite its promise, the integration of AI into business frameworks is fraught with challenges, ranging from technical and organizational barriers to ethical dilemmas and regulatory complexities (Dwivedi et al., 2021; Thomas & Kuppasani, 2025).

Drawing on descriptive analysis of data collected from Qatari business establishments, this study explores the multifaceted role of AI in organizational settings. It investigates key application areas and implementation challenges while assessing its expanding impact on Corporate Social Responsibility (CSR) practices. Specifically, the study investigates three core dimensions: (1) the functional areas where AI is most prominently utilized, (2) the extent of AI application to CSR practices, and (3) the organizational, technological, and human barriers hindering AI adoption.

The findings reveal that while AI adoption in Qatar is robust in customer-facing functions like chatbots and cybersecurity, its integration into strategic decision-making and CSR domains such as carbon footprint reduction remains nascent. Challenges such as scarcity of expertise, infrastructural limitations, and ethical concerns further underscore the need for holistic strategies to harness AI's full potential. By contextualizing these insights within theoretical frameworks like stakeholder theory and the Triple Bottom Line, the study offers actionable recommendations for businesses and policymakers to navigate AI's complexities while fostering sustainable and inclusive growth.

2. Literature review

2.1 Artificial intelligence

AI is an emerging technology that has garnered significant attention across popular media, academic research, and industry due to its transformative potential. AI is broadly defined as the simulation of human intelligence in machines designed to think, learn, and act autonomously, encompassing capabilities such as problem-solving, decision-making, and cognitive function emulation through machine learning and deep learning techniques (Garg, 2021). AI refers to the simulation of human cognitive abilities—like decision-making and problem-solving—by machines. It leverages machine learning and deep learning methods, training models on large datasets to enable autonomous, intelligent decision-making (Rashid & Kausik, 2024). AI technologies span a wide range of areas, including machine learning, deep learning, robotics, big data, the Internet of Things (IoT), natural language processing, image analysis, object detection, virtual and augmented reality, speech recognition, and computer vision (Rashid & Kausik, 2024).

While definitions vary—from "intelligence made from machines" to "the artificial embodiment of human intellectual abilities"—they converge on the idea of enabling machines to replicate human judgment, behavior, and cognition. Intelligence, in this context, refers to the capacity to apply prior knowledge and experience to tackle novel challenges, mirroring human adaptability and learning ability (Garg, 2021). While John McCarthy, the 'founding father' of AI and the first to coin the term 'artificial intelligence' in 1956 (McCarthy et al., 2006), defined it as "the science and engineering of making intelligent machines" (McCarthy, 2007), Marvin Minsky described it as making machines perform tasks that would require intelligence if done by humans (Minsky, 1969). Brooks (2018) similarly noted AI as making computers do things considered intelligent when performed by people. Hence, the definition of AI can be very broad, covering anything a machine can do to mimic a human (De Bruyn et al., 2020).

Over the past decade, AI has transformed various business functions, enhancing efficiency, decision-making, innovation, and sustainability efforts (Akerkar, 2019; Rabhi et al., 2025). Its impact is particularly significant in CSR and sustainability, where AI-driven insights and automation facilitate responsible business practices despite ongoing challenges and debates regarding its broader implications.

2.2 Areas of AI application in business organizations

In recent years, organizations have increasingly adopted or considered adopting AI applications, with a global survey revealing that 85% of surveyed executives plan to invest heavily in AI technologies in the near future (Lee et al., 2023). Technology is widely anticipated to significantly reshape the business landscape of the 21st century (Reis et al., 2020), and numerous white papers and research reports highlight the transformative potential of AI, positing its capacity to revolutionize organizational operations, industry landscapes, and societal frameworks (Bughin et al., 2018). The adoption of AI in business not only enhances organizational capabilities but also serves as a catalyst for societal progress by identifying critical gaps and fostering knowledge development that benefits individuals, communities, and society at large (Maiti et al., 2025).

In the business context, several studies have highlighted the transformative impact of AI across various industries and functional areas (Khang et al., 2023; Tarafdar et al., 2019; Xiong et al., 2020), emphasizing its role in enhancing decision-making and driving innovation. For instance, and in the specific area of corporate social responsibility, studies explore how AI can enhance CSR by optimizing resource allocation (e.g., water/energy use), addressing social challenges (e.g., poverty mapping, healthcare), and improving impact measurement through data-driven insights (Pai & Chandra, 2022). Empirical studies have also emphasize aligning technological, organizational, and environmental factors to maximize AI's potential for scalable, ethical CSR solutions (Goralski & Tan, 2020).

Table 1 presents a comprehensive overview of the functional areas of AI application in business organizations, highlighting specific use cases within key areas such as operations management, supply chain management, human resource management, finance and accounting, marketing and customer service, risk management, and strategic management. Each area outlines practical applications of AI, including automation, optimization, prediction, and decision support.

Table 1. Overview of the functional areas of AI application in business organizations

Functional area	Use	Reference
Corporate Social Responsibility	Optimizing resource allocation, addressing social challenges, improving impact measurement through data-driven insights	Pai & Chandra, 2022; [Goralski & Tan, 2020]
Operations Management	Fault detection, automated process control, dynamic planning, Lifecycle optimization, service planning, real-time configuration	Dogru & Keskin, 2020; [Qi et al., 2007]
Supply Chain Management	Adaptive routing, logistics coordination, supply-demand balancing, optimizing replenishment, automating warehouse operations, optimizing and automating delivery service	Pournader et al., [2021; Cao, 2021]
Human Resource Management	Recruitment automation, skill matching, employee attrition prediction, performance management	Tambe et al., 2019; [Madanchian et al., 2023]
Finance and Accounting	Risk assessment, financial analytics, fraud flagging, auditing & assurance, compliance & regulatory reporting, investment management	Milojević & Redzepagić, 2021; Singh et al., 2023; Rahim & Chishti, 2024; [Cao et al., 2024]
Marketing and Customer Service	Targeted ads, market segmentation, campaign personalization using AI, automating and optimizing communications, choosing the right store locations, setting dynamic prices, AI chatbots, virtual agents, ticket categorization, facilitating customers' search information, guiding customers to find relevant products and services, facilitating customers' buying and after-sales experience, Churn prediction, personalized offers, sentiment analysis via NLP	Cao, 2021; Davenport et al., 2020; Stone et al., [2020; Qi et al., 2007]
Risk Management	Fraud detection, fault isolation, anomaly detection using neural networks, intrusion detection, malware classification, threat monitoring, automating cybersecurity management, automating fraud prevention	Milojević & Redzepagić, 2021; Cao, 2021; [Pournader et al., 2021]
Strategic Management	Competitor insights, scenario modeling, strategic decision-making	[Stone et al., 2020]

In the context of Qatar, AI is rapidly transforming business organizations in Qatar, becoming a critical driver of innovation, efficiency, and competitiveness. Companies across various sectors — from finance and healthcare to energy and tourism — are increasingly adopting AI technologies such as machine learning, predictive analytics, customer service automation, operational efficiency, and enhanced decision-making capabilities (Oxford Business Group, 2019). In the financial sector, for instance, banks are adopting AI-driven chatbots and fraud detection systems to

improve customer interaction and security (PwC Middle East, 2019). Similarly, in healthcare, AI supports diagnostics, patient management, and resource allocation, as seen in Hamad Medical Corporation's efforts to incorporate AI into medical imaging and patient services (Press Xpress, 2024). Despite these advancements, challenges remain, including a shortage of AI-skilled professionals, data privacy concerns, and the need for regulatory frameworks that balance innovation with ethical considerations (Trigui et al., 2024). Qatar's government, however, is actively addressing

these issues by investing heavily in digital literacy programs and AI research hubs, such as the Qatar Center for Artificial Intelligence under Qatar Computing Research Institute (QCRI). Overall, AI's reality in Qatar's business organizations is one of promising growth, fueled by strong government support and ambitious national strategies, such as Qatar's National Artificial Intelligence Strategy, but tempered by the need for ongoing capacity-building and regulatory refinement to maximize its benefits.

2.3 AI application in Corporate Social Responsibility practices

The incorporation of AI into CSR marks a significant change in the way organizations tackle socioeconomic issues and meet their ethical responsibilities (Shkalenko & Nazarenko, 2024). By leveraging the capabilities of AI, businesses are now better equipped to identify and resolve CSR-related issues with greater efficiency, transparency, and responsiveness (Khan et al., 2024). Technologies such as generative AI, machine learning, and natural language processing are reshaping traditional CSR practices—enabling more effective stakeholder engagement, precise impact measurement, and the seamless incorporation of sustainable business models (Zhuang & Wu, 2024).

This evolution in CSR is supported by several theoretical frameworks. Stakeholder theory, for example, stresses the importance of addressing the needs and expectations of diverse groups, including customers, employees, investors, and the broader community (Freeman et al., 2020). AI facilitates this by gathering real-time insights and customizing CSR initiatives accordingly (Wamba-Taguimdjé et al., 2023). Similarly, legitimacy theory emphasizes that organizations seek to maintain social approval by adopting transparent and responsible practices (Suchman, 2022; Dienes et al., 2023). The Triple Bottom Line theory, which promotes the integration of economic, environmental, and social dimensions, also benefits from AI's ability to optimize resource use and reinforce ethical decision-making (Dwivedi et al., 2023).

AI applications in CSR span across governance, social engagement, and sustainability. In terms of governance and ethical compliance, AI plays a pivotal role in automating regulatory adherence and reducing decision-making biases. For instance, PwC has implemented an AI toolkit that emphasizes ethical business conduct, incorporating sustainability and security principles (Zhuang & Wu, 2024). AI-driven analytics assist companies in monitoring compliance, identifying potential risks, and enhancing overall corporate transparency.

In the realm of stakeholder engagement and social impact, AI-powered tools such as chatbots (e.g., ChatGPT) have revolutionized communication and interaction. These tools enable real-time customer service, support employee engagement, and generate personalized experiences based on data analysis. AI can also detect social trends, assess public sentiment, and tailor CSR initiatives to align with community values. Moreover, it fosters internal development by offering personalized training, career recommendations, and tools that promote inclusivity. Microsoft, for example, has implemented AI-driven upskilling programs that help employees transition into emerging roles instead of being displaced by technological change (Zhuang & Wu, 2024).

A comprehensive review of several studies reveals a broad array of challenges that hinder the adoption of artificial intelligence (AI) across different applications (Ali et al., 2020; Dwivedi et al., 2021; Sharma et al., 2022; Radhakrishnan & Chattopadhyay, 2020). To further understand the complexities of AI implementation, the challenges have been grouped into four broad dimensions:

organizational, information systems (IS), technological, and human, as shown in Table 2. Under the organizational dimension, common barriers include organizational culture, financial constraints, lack of knowledge, unrealistic expectations, weak leadership, inadequate partnerships, and poorly defined problems. IS-related challenges encompass ethical and legal concerns, data management, human-AI collaboration, control and maintenance of systems, model training, and evaluation mechanisms. Technological barriers arise from limitations in existing technologies and challenges in integrating new technologies.

Lastly, people-related challenges involve customer engagement, staff expertise, and the overall preparedness of employees to work with AI systems. These dimensions collectively highlight the multifaceted nature of AI adoption challenges and underscore the importance of a holistic approach to successful implementation.

2.4 Challenges of AI application in business organizations

While artificial intelligence (AI) offers numerous advantages to business organizations—such as improved efficiency, enhanced decision-making, cost reduction, and the ability to deliver personalized services—there are significant challenges to its implementation (Thomas & Kuppasani, 2025). These challenges can limit the successful integration of AI technologies and reduce the return on investment, ultimately hindering widespread adoption across industries.

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Table 2. Challenges of AI application in business organizations

Dimension	Category	Major challenges	Reference
Organization	Culture	• Resistance at different levels Leaders' misconception	[McCarthy et al., 2019, Brock & Von Wangenheim, 2019, Lee et al., 2023]
	Finance	• Lack of agility High cost and investment Insufficient funds	[Lee et al., 2023, Brock & Von Wangenheim, 2019, Xu et al., 2020]
	Knowledge	• Lack of knowledge about timing, technology, data, capabilities, and level of usage	[Cubric, 2020, Lee et al., 2023, Campion et al., 2022, Xu et al., 2020]
	Expectation	• Diverging expectations at different levels of the organization	[Campion et al., 2022, Lee et al., 2023]
	Leadership Partnership	• Lack of leadership • Unavailability of suitable technology partners	[Brock & Von Wangenheim, 2019, Lee et al., 2023]
	Problem definition	• Difficulty in defining the problems to be solved	[Lee et al., 2023]
IS	Ethical & legal	• Ethical and legal constraints Challenges in handling privacy and regulation Biases and fairness Confidentiality Security risk Lack of audit tools and standards or guidelines	[De Bruyn et al., 2020, Brock & Von Wangenheim, 2019, Campion et al., 2022, Lee et al., 2023]
	Data	• The size, access, availability, source, quality, sharing, and labeling of data	[Campion et al., 2022, Lee et al., 2023]
	AI-human collaboration	• Making AI and human intelligence work together	[Xu et al., 2020, Lee et al., 2023]
	Control	• Mechanism of controlling AI	[De Bruyn et al., 2020, Lee et al., 2023]
	Maintenance	• Maintenance, repair, breakdowns, power issues Keeping up with changes in technology	[Lee et al., 2023, Xu et al., 2020]
	Model training	• Managing model training	[Lee et al., 2023]
	System evaluation	• Evaluating the performances of AI system	[Lee et al., 2023]
Technology	Technological limitations	• Immature and unstable AI technology resulting in unsatisfactory results Technologies have been oversold in the marketplace A black-box model The multitask problem - a single model for a single task only	[De Bruyn et al., 2020, Lee et al., 2023]
	Technology integration	• Integrating with existing technology, system, and processes	[Brock & Von Wangenheim, 2019, Lee et al., 2023]
	Support infrastructure	• Support infrastructure required for wide-scale implementation	[Cubric, 2020]
Human	Expertise	• Lack of expertise and trained staff	[Brock & Von Wangenheim, 2019, Lee et al., 2023]
	Staff	• Challenges in staff redeployment • Depletion of staff skill • Possible negative effect on the brand because of human redundancies • Human isolation • New knowledge and skillsets required of the staff	[De Bruyn et al., 2020, Lee et al., 2023, Xu et al., 2020]
	Customer	• Customers' desire for "human touch" • Fear and distrust of AI	[Lee et al., 2023, Xu et al., 2020]

3. Methodology

This study employed a quantitative research design, with data collected through a short list containing a predefined set of questions to capture specific data relevant to the research objectives. The short list was distributed among a selected group of business organizations operating in Qatar according to a purposive sampling technique, focusing on those that could provide valuable insights into the research topic. This ensured that the data gathered were both relevant and meaningful for the study's objectives. The selection of organizations was based on their relevance to the study's focus, ensuring a representative sample of the target business environment. Participants were asked to respond to the questions designed to elicit clear, measurable responses.

4.2 Areas of AI application in business organizations

Table 3 provides an overview of the key application areas where AI is integrated into organizational processes in Qatar. The findings reveal that AI adoption varies significantly across different functions, with some areas demonstrating widespread usage while others remain underdeveloped.

recruitment and candidate matching, streamlining the hiring process. Additionally, Glint is utilized for employee engagement analytics, helping organizations assess workplace satisfaction and productivity. While AI in HR remains less widespread compared to customer service applications, it is gradually becoming an essential tool for talent management.

In the financial sector, AI is widely employed for fraud detection and algorithmic trading. Technologies such as Mastercard's AI fraud detection system and QuantConnect's algorithmic trading platform are used to analyze financial transactions in real time, reducing risks and enhancing financial security. These applications demonstrate AI's effectiveness in improving financial decision-making and regulatory compliance.

However, AI adoption in certain areas remains limited. For instance, AI-driven strategic decision-making and legal compliance tools are not as commonly used, indicating that many organizations still rely on traditional methods for policy enforcement and governance. Similarly, AI applications in healthcare and diagnostics are less prevalent, suggesting that regulatory concerns or implementation challenges may be slowing adoption in this sector.

Overall, the findings indicate that AI adoption in Qatar's organizations is strongest in customer interaction, content personalization, cybersecurity, and financial services. Meanwhile, its role in strategic decision-making, legal compliance, and healthcare remains limited.

As AI technologies continue to evolve, organizations are likely to explore more advanced applications, integrating AI across a broader range of business functions.

4. Data analysis and results

To analyze the data collected, descriptive statistics were used. Specifically, frequencies and percentages were calculated to summarize and present the responses in an organized and interpretable manner, as demonstrated in the following subsections. This approach facilitated the identification of common patterns and trends within the dataset.

4.1 Demographic characteristics

Figures 1 and 2 categorize the surveyed organizations based on their ownership type and industry sector. In terms of ownership, the majority of enterprises (45.5%) were locally owned private firms, followed by foreign-owned private enterprises at 36.4%. Public (government-owned) organizations and other ownership types each accounted for 9.1%. Regarding industry sectors, technology firms made up the largest share at 36.4%, while both energy and logistics sectors contributed equally, each representing 18.2%. Other industries, such as services, real estate, and media, each constituted 9.1% of the total sample.

In the field of cybersecurity, AI-driven threat detection tools have gained importance as organizations seek to protect digital infrastructure from cyber threats. Applications like FireEye, Darktrace, and Barracuda are employed to detect and mitigate security breaches, demonstrating AI's increasing role in proactive risk management.

AI is also making inroads into human resources and workforce management. Companies use platforms such as LinkedIn Talent Solutions for automated

Figure 1. Ownership type

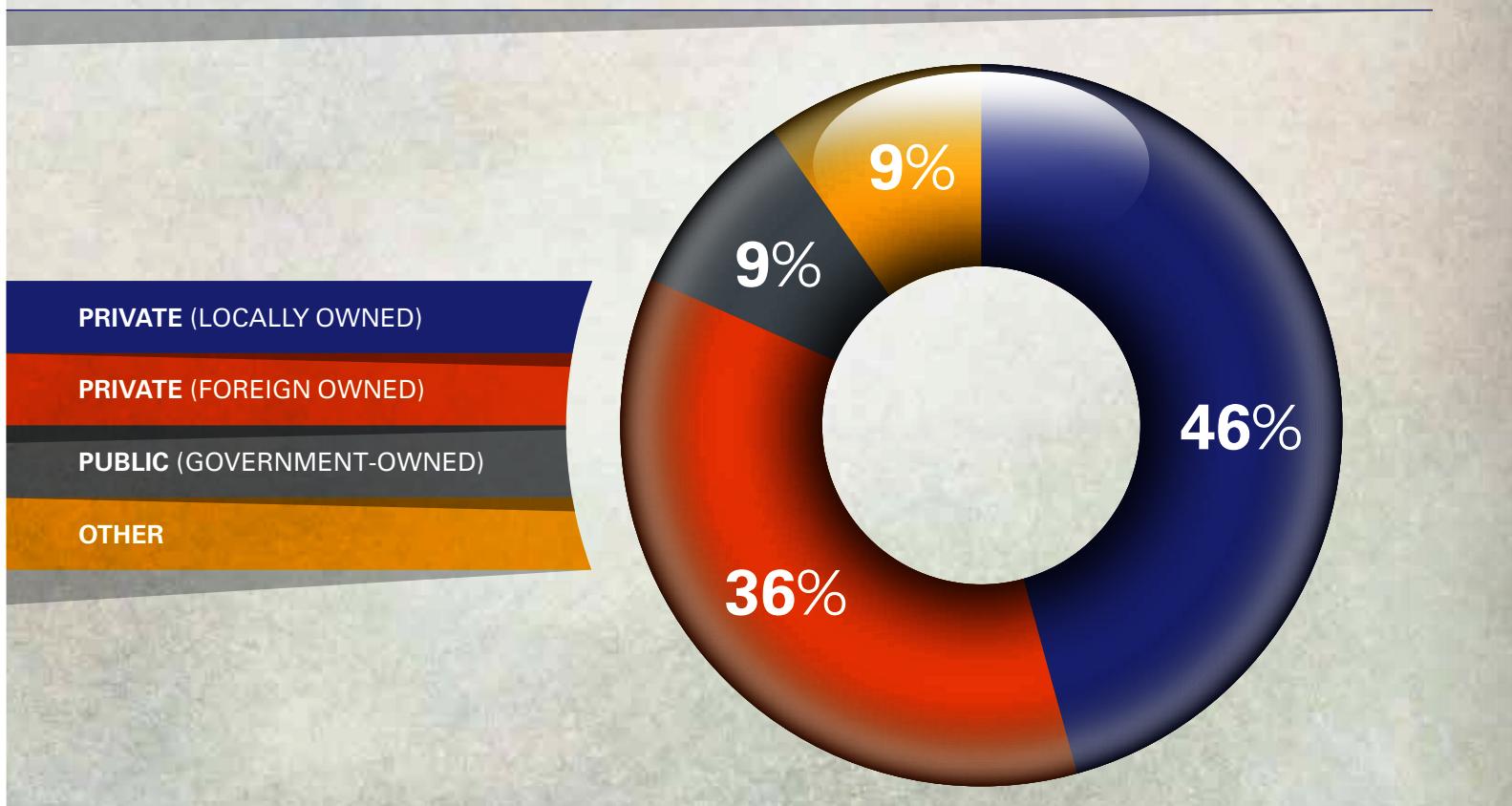


Figure 2. Industry sector

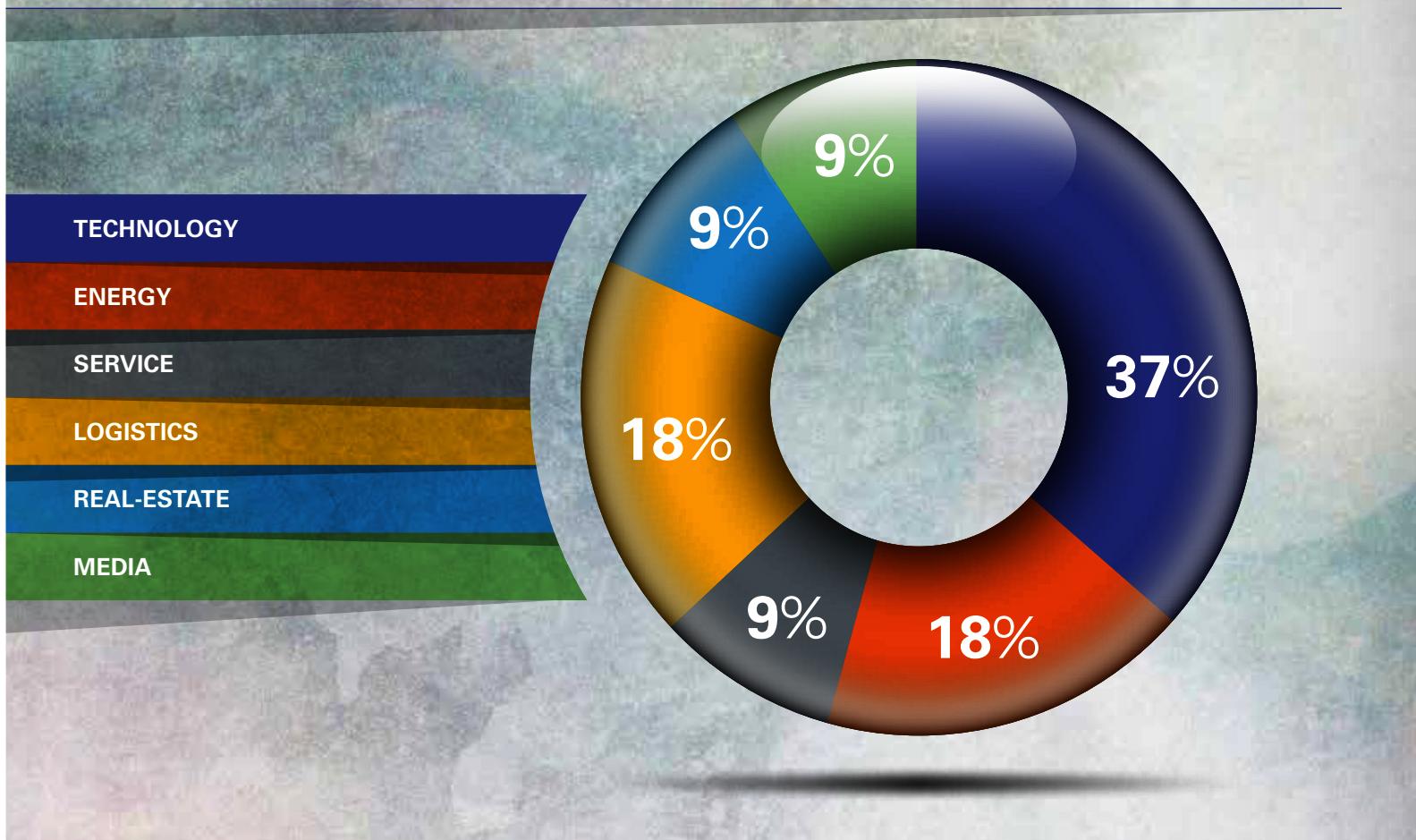


Table 3. Areas of AI Application in business organizations in Qatar

Application Area	Uses	AI applications adopted in business organizations in Qatar
Virtual Assistants and Smart Interaction	- Virtual Assistants - Chatbots - Automated Email Responses	Alexa, Google Assistant, Siri ChatGPT, DeepSeek, Copilot, Zendesk, LiveChat, WhatsApp chatbots, Internal application
Recognition and Analysis Technologies	- Facial Recognition Software - Voice Recognition Software - Text and Big Data Analysis	iPhone Face Recognition, HID Elevator Access through Mobile applications Google Voice
Smart Devices and IoT	- Smart Thermostats and Energy Meters - Smart Kitchen Devices - Smart Cleaning Machines - Wearable Fitness Devices and Trackers	Power management tool connected with sensors, Ecobee Samsung Smart Fridge
Transportation and Logistics	- Autonomous Vehicle Driving - Travel and Mobility Planning	Siemens
Industrial Innovation	- Improving Manufacturing Processes - Predictive Equipment Maintenance	Siemens MindSphere
Recommendations and Customer Experience Enhancement	- Algorithmic Recommendations Through Playlists - Algorithmic Purchase Recommendations	YouTube, Spotify, Internal developed tool Amazon, Alibaba, Zendesk, Netflix
Data and Information Management	- Email Spam Filters - Summarizing Complex or Lengthy Text - Data-Driven Reporting	Microsoft Defender, Gmail Spam Filter, Different security tools ChatGPT, Copilot, Google Bard
Education and Training	- Job Interview Preparation - Summarizing Lectures and Educational Materials - Designing Customized Learning Plans	Google's Interview Warmup LinkedIn Learning
Writing and Creativity	- Crafting Emails - Writing Social Media Posts - Creating Marketing and Creative Content	Grammarly, Microsoft Copilot, Internal tool Canva, Internal tool Internal tool
Consulting and Planning	- Answering Financial Questions - Providing Legal and Technical Consultations	Mint DoNotPay
Cybersecurity	- Detecting and Preventing Cyberattacks - Analyzing Security Data to Enhance Protection	FireEye, Barracuda, Darktrace IBM QRadar
Health Applications	- Analyzing Medical Data and Diagnosing Diseases - Health Monitoring via Wearable Devices	- Fitbit Health Monitoring
Human Resources	- Recruitment Automation - Employee Engagement - Learning & Development	LinkedIn Talent Solutions Glint Coursera for Business
Finance	- Fraud Detection - Algorithmic Trading and Risk Management	Mastercard's AI, Internal tool FICO, QuantConnect
Research and Development	- Drug Discovery - Product Design	- Autodesk
Legal and Compliance	- Contract Analysis - Regulatory Compliance	-
Facilities & Real Estate	- Smart Building Management - Virtual Tours	- Matterport
Strategic Decision-Making	- Business Intelligence - Scenario Planning	Power BI, Tableau -
Ethics and Governance	- Bias Mitigation - Transparency Tools	360 IBM AI Fairness -

4.3 AI application in Corporate Social Responsibility practices

Table 4 provides insights into the extent to which organizations incorporate AI into their corporate social responsibility (CSR) initiatives. The findings indicate significant variation in AI adoption, with some applications being widely used while others remain largely unimplemented or not considered in business strategies.

Among the most commonly adopted AI applications in CSR, Figure 3 shows that energy consumption monitoring and optimization stand out. Approximately 27.3% of firms reported using AI-powered tools to track and optimize energy usage regularly, while another 18.2% employed such technologies occasionally. Despite this, more than half of the surveyed organizations (54.5%) indicated that AI-driven energy management was not applicable to their operations, suggesting that while some companies actively leverage AI for sustainability, many have yet to integrate these solutions.

Similarly, AI-powered chatbots have gained traction in CSR-related stakeholder engagement. About 18.2% of firms use AI chatbots consistently, and another 27.3% use them occasionally. This reflects a growing recognition of AI's role in facilitating transparent and efficient communication with various stakeholders, including customers, employees, and communities. Another notable application is AI-driven supply chain monitoring for ethical breaches, where 27.3% of firms reported consistent usage, reflecting an increased focus on responsible sourcing and compliance with sustainability standards.

On the other hand, several AI applications are only used to a limited extent. AI tools for tracking and reducing carbon footprints, for example, are employed regularly by only 9.1% of organizations, with another 18.2% using them occasionally. However, a substantial 72.7% reported that such applications were not applicable to their CSR efforts. Similarly, AI-enhanced CSR reporting and compliance monitoring are not widely adopted, as 72.7% of firms do not use them, while only a small percentage have incorporated them into their reporting processes.

Despite growing interest in AI-driven CSR solutions, some applications remain virtually absent from corporate strategies. AI-powered recruitment fairness analysis, aimed at ensuring diversity and unbiased hiring practices, is not applicable in 81.8% of firms. This suggests that organizations either do not recognize AI's potential in this area or prefer traditional methods of diversity

management. Likewise, AI for matching employee skills with community needs is almost entirely absent, with 90.9% of firms reporting it as not relevant to their CSR initiatives. Furthermore, AI-powered blockchain verification for ethical sourcing has not been widely adopted, with 63.6% of firms indicating that they do not use this technology in their supply chain management.

Overall, the findings reveal that AI plays an increasingly important role in CSR, particularly in energy efficiency, stakeholder communication, and ethical supply chain monitoring. However, its application remains limited in areas such as carbon footprint tracking, automated compliance reporting, and diversity-focused recruitment. Additionally, some AI-driven CSR initiatives, such as blockchain verification and employee-community engagement alignment, are largely absent from current business practices. This suggests that while AI holds great potential for enhancing CSR strategies, many organizations have yet to fully explore and integrate its capabilities into their sustainability efforts.

4.4 Challenges of AI application in business organizations

Table 5 presents the key challenges that organizations in Qatar face when adopting AI applications. The findings reveal that while some obstacles are widely recognized and significantly impact AI adoption, others are less critical or more divisive among businesses. As shown in Figure 4, one of the most prominent challenges is the scarcity of expertise in AI-related fields, such as machine learning and data science. Half of the surveyed organizations confirmed that the lack of skilled professionals hinders AI implementation. Similarly, insufficient training programs tailored to AI development present a major barrier, with 62.5% of organizations highlighting the need for improved educational and skill-building initiatives to bridge this gap. Infrastructure investment deficiencies also pose a significant challenge, as 75% of organizations acknowledged that the lack of cloud computing resources, data storage systems, and high-performance computing capabilities makes AI adoption difficult. Another major concern is privacy and data-sharing regulations, where 62.5% of organizations confirmed that strict legal frameworks limit access to and use of data for AI applications.

Cost-related factors were also cited as barriers, but their impact appears to be more evenly distributed. The high costs of AI tools and platforms were identified as a challenge by 50% of organizations, though opinions varied,

with some organizations seeing cost as a lesser constraint. Similarly, data silos, or the difficulty of integrating data across different departments, were a concern for many organizations, with 37.5% agreeing that fragmented data structures hinder AI implementation. Regulatory uncertainty and ethical concerns also surfaced as significant obstacles. With AI evolving rapidly, 37.5% of organizations found that regulations struggle to keep pace with technological advancements, creating ambiguity in compliance. Ethical concerns, particularly related to bias in AI algorithms and transparency in decision-making, were another issue, with half of the organizations recognizing these as potential risks.

While some challenges were widely acknowledged, others were seen as less significant or were met with divided opinions among organizations. For example, resistance to change and trust in AI systems were concerns for some businesses but not universally regarded as major obstacles. About 50% of organizations expressed hesitation in adopting AI due to fears of job displacement or the complexity of integrating new technologies. However, a notable portion of firms did not view this as a critical issue. Scalability challenges, or the difficulty of expanding AI solutions to grow with an organization, were acknowledged by 62.5% of organizations, but only a small percentage considered them a pressing concern. Challenges related to cybersecurity risks, such as AI systems becoming targets for cyberattacks or data breaches, were also noted. About 62.5% of organizations confirmed that AI increases cybersecurity vulnerabilities, especially in critical sectors like finance and energy. However, concerns over legacy systems or the incompatibility of older technologies with AI solutions were less uniformly recognized, with varying opinions.

Overall, the findings indicate that the most pressing challenges for AI adoption in Qatari organizations are the lack of AI expertise, inadequate training programs, insufficient infrastructure investments, and strict data privacy regulations. Additionally, regulatory uncertainty, ethical concerns, and cybersecurity threats further complicate the integration of AI technologies. In contrast, factors such as resistance to change, trust in AI, and scalability issues are challenges for some organizations but do not pose universal obstacles. These insights suggest that while AI adoption in Qatar is progressing, addressing these key barriers—particularly in talent development, infrastructure, and regulatory clarity—will be essential for organizations to fully leverage AI's potential.

Table 4. AI application in CSR practices in Qatari business organizations

AI APPLICATION	USAGE LEVEL				
	NOT APPLICABLE	PLANNED	UNDER TRIAL	SOMETIMES	ALWAYS
MONITORING AND OPTIMIZING ENERGY CONSUMPTION	0.545	-	0.182	-	0.273
ENHANCING RECYCLING PROCESSES	0.636	0.091	-	-	0.182
MODELING ENVIRONMENTAL IMPACTS AND PREDICTING RISKS	0.545	0.182	0.091	-	0.182
VERIFYING ETHICAL COMPLIANCE OF RAW MATERIAL SOURCES	0.636	-	0.182	-	0.182
MONITORING SUPPLY CHAINS FOR ETHICAL BREACHES	0.545	0.091	0.091	-	0.273
OPTIMIZING LOGISTICS EFFICIENCY	0.545	0.091	0.182	0.091	0.091
IDENTIFYING AND ASSESSING COMMUNITY NEEDS	0.455	-	0.182	0.091	0.273
COLLECTING COMMUNITY FEEDBACK IN REAL-TIME	0.364	-	0.182	0.182	0.273
EVALUATING SOCIAL IMPACT OF PROGRAMS	0.455	0.091	0.182	0.091	0.182
ENSURING FAIR HIRING PRACTICES	0.636	0.091	0.091	0.091	0.091
MONITORING WORKPLACE DIVERSITY METRICS	0.455	0.182	0.091	0.182	0.091
IDENTIFYING POTENTIAL WORKPLACE HAZARDS	0.636	-	0.091	0.182	0.091
ASSISTING IN PUBLIC HEALTH PREDICTIVE MODELING	0.636	-	0.091	0.182	0.091
ANALYZING SOCIAL NEEDS FOR DONATION ALLOCATION	0.727	0.091	-	0.091	0.091
ORGANIZING INNOVATION EVENTS FOR SOCIAL/ENVIRONMENTAL SOLUTIONS	0.727	0.091	0.091	-	0.091
REPORTING ESG PERFORMANCE METRICS ACCURATELY	0.636	0.182	-	-	0.182
ENSURING COMPLIANCE WITH SUSTAINABILITY STANDARDS	0.636	0.182	-	-	0.182
DESIGNING TAILORED SUSTAINABILITY TRAINING PROGRAMS	0.545	0.091	0.091	0.182	0.091
MATCHING EMPLOYEE SKILLS WITH COMMUNITY NEEDS	0.545	-	0.182	0.182	0.091
ENHANCING PRODUCT SUSTAINABILITY	0.636	0.091	-	0.182	0.091
EDUCATING CUSTOMERS ABOUT SUSTAINABILITY THROUGH AI MARKETING	0.636	0.091	-	0.091	0.182
ANALYZING REAL-TIME DATA FOR DISASTER RESPONSE	0.636	0.182	-	-	0.182
IDENTIFYING AT-RISK COMMUNITIES FOR PRIORITIZED INTERVENTION	0.727	0.182	-	-	0.091

Figure 3. AI application in CSR practices in Qatari business organizations

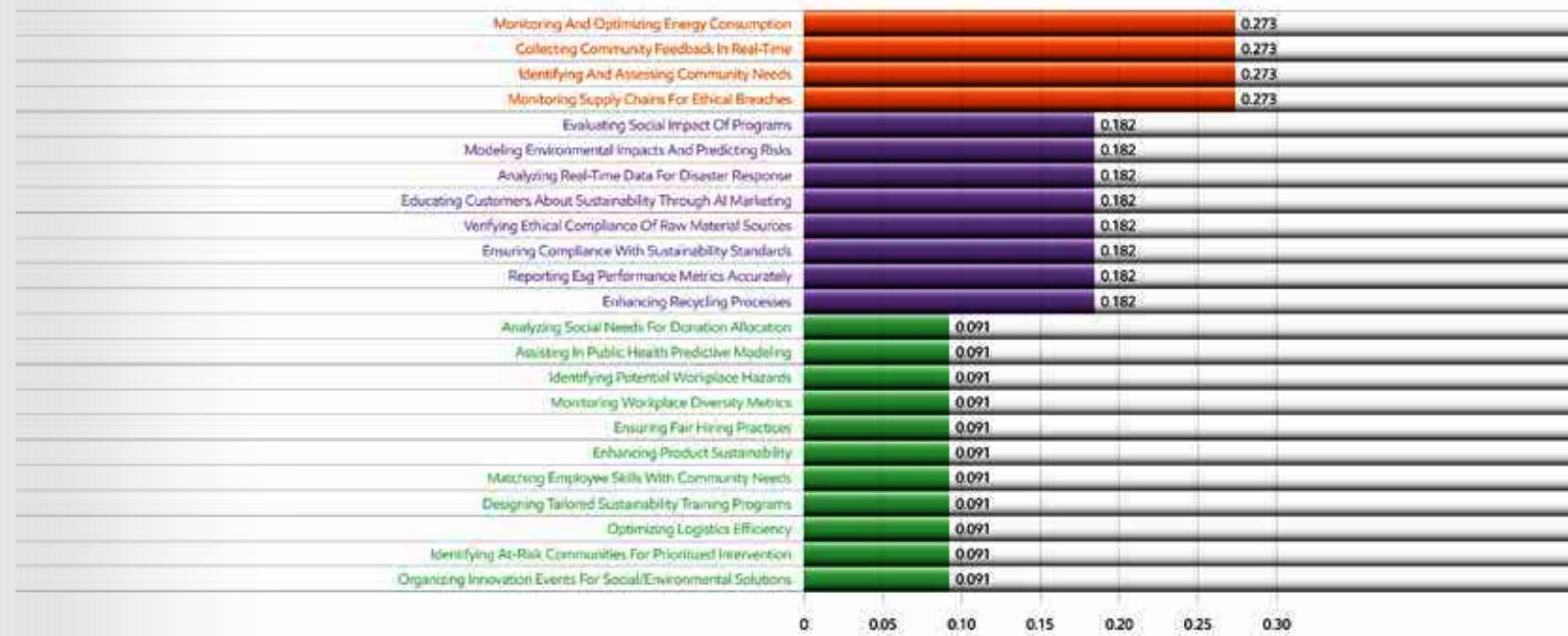
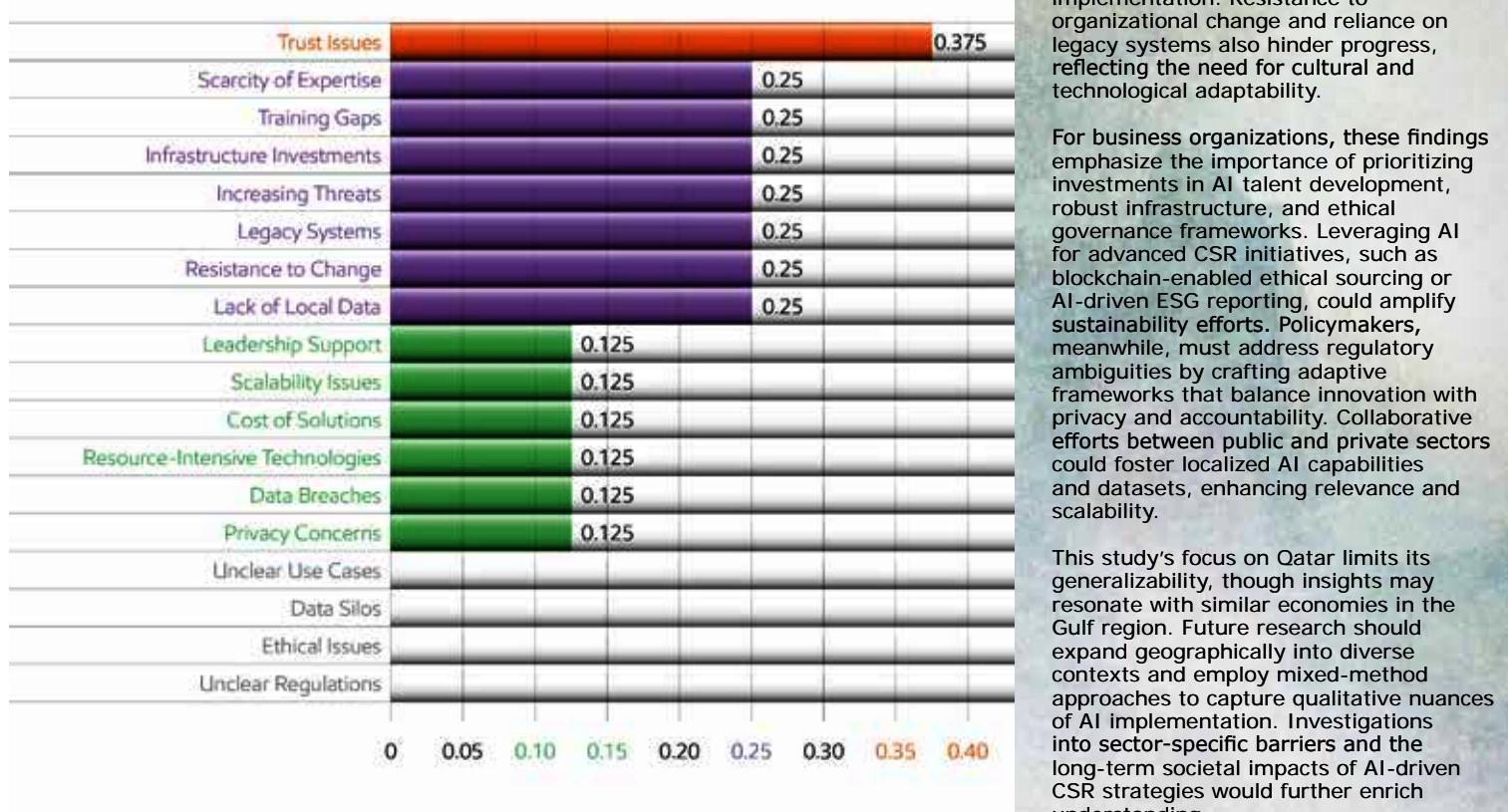


Table 4.
AI application in CSR practices in Qatari business organizations

CHALLENGE	AGREEMENT LEVEL				
	STRONGLY DISAGREE	DISAGREE	NATURAL	AGREE	STRONGLY AGREE
SCARCITY OF EXPERTISE	-	0.25	0.25	0.25	0.25
TRAINING GAPS	-	0.375	-	0.375	0.25
INFRASTRUCTURE INVESTMENTS	-	0.125	0.125	0.50	0.25
COST OF SOLUTIONS	0.25	0.25	0.25	0.125	0.125
DATA SILOS	-	0.375	0.25	0.375	-
LACK OF LOCAL DATA	-	0.25	0.25	0.25	0.25
PRIVACY CONCERN	-	0.125	0.125	0.625	0.125
UNCLEAR REGULATIONS	-	0.375	0.50	0.125	-
ETHICAL ISSUES	-	0.125	0.375	0.50	-
RESISTANCE TO CHANGE	0.125	0.25	0.125	0.25	0.25
TRUST ISSUES	-	0.125	0.25	0.25	0.375
LEGACY SYSTEMS	-	0.25	0.125	0.375	0.25
SCALABILITY ISSUES	-	-	0.25	0.625	0.125
UNCLEAR USE CASES	-	0.25	0.25	0.50	-
LEADERSHIP SUPPORT	0.125	0.375	-	0.375	0.125
INCREASING THREATS	-	-	0.125	0.625	0.125
DATA BREACHES	-	0.125	0.375	0.375	0.125
RESOURCE-INTENSIVE TECHNOLOGIES	-	0.125	0.375	0.375	0.125

Figure 3.
Key challenges of AI application in Qatari business organizations



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The CSR Summit plays an important national role in promoting awareness of social responsibility



The CSR Summit has become a highly anticipated annual event on the national calendar.

The Qatar CSR Summit is a prominent national event that reflects the country's deep commitment to sustainable development and corporate social responsibility (CSR). Over time, the conference has become a highly anticipated annual event on the national calendar, as it plays a vital role in promoting awareness and spreading the culture of social responsibility at the organizational and individual levels.

The conference aims to achieve a set of strategic objectives, most notably creating an interactive platform that brings together stakeholders from different

sectors to exchange ideas and discuss best practices in the fields of social responsibility and sustainability in the digital age. It also seeks to encourage organizations to integrate social responsibility into the core of their corporate strategies in line with the Sustainable Development Goals and Qatar National Vision 2030.

The summit effectively contributes to spreading the culture of social responsibility across all sectors of the country, by raising awareness of the importance of the social and environmental role of organizations, and transferring successful international experiences to the Qatari environment. The conference covered topics such as sustainability

in the digital age, circular economy, ethical supply chains, managing diversity and inclusion in the workplace, renewable energy, and the importance of social innovation.

Over the years, the conference has had a positive impact on societal culture, helping to make terms like "sustainable development" and "corporate social responsibility (CSR)" part of the public discourse. Extensive media coverage - across newspapers, television, and social media platforms - has reinforced the presence of these concepts in the public consciousness, along with inspiring stories that have galvanized the spirit of volunteerism and initiative among community members.

Since 2023, the conference has evolved into the Qatar CSR Summit, expanding its scope to include wider international participation, giving it a global flavor while maintaining its local roots. This evolution reflects the maturity of the Qatari experience in organizing a specialized and high-impact CSR event.

The second edition of Qatar CSR 2024 took place at the Qatar National Convention Center from April 30 to May 2, 2024, under the patronage of His Excellency Sheikh Mohammed bin Abdulrahman bin Jassim Al Thani, Prime Minister and Minister of Foreign Affairs, reaffirming the conference's status as a leading national and regional platform.



The summit kicked off under the theme: "The Future of CSR in the Circular Economy", expressing a new strategic direction in line with recent global visions calling for a rethinking of consumption and production patterns. The conference focused on several central objectives, most notably:

- Enabling companies to integrate CSR values into their core strategies.
- Stimulate innovation in sustainable business models.
- Promote public-private partnerships.
- Expand the conversation around environmental and social governance (ESG).

The summit discussed several key themes that reflect the evolution of the concept of CSR, most notably:

- Circular economy: By reviewing successful practical models to reduce waste and promote environmentally responsible production.
- Environmental sustainability: Highlighting Qatar's efforts to

preserve the environment in parallel with economic development.

- Human rights and ethical supply chains: Focusing on fair and transparent labor environments.
- Social Innovation and Governance: Showcasing real-life examples of companies that have integrated innovation with ethical responsibility.

The summit witnessed the participation of international speakers and experts, including representatives from the International Labor Organization (ILO), UNESCO, the World Bank Group, and the Middle East and North Africa Business Schools Alliance for Sustainability (MEBAS). This diversity enriched the discussions and provided multiple perspectives on the future of CSR practices in light of global economic and technological shifts.

The summit was characterized by strong attendance from the public and private sectors, reflecting the growing awareness of the importance of integrating CSR into business strategies.

The summit's activities were not limited to panel discussions:

- Qatar CSR Exhibition: A platform to showcase initiatives and projects that impact society.
- Interactive workshops: CSR strategy development, community impact measurement, and the circular economy.
- Qatar CSR Awards Ceremony: 40 outstanding initiatives were honored out of 100 entries, providing additional motivation to adopt more sustainable and impactful practices.

The success of Qatar CSR summit 2024 confirms that Qatar is not only a consumer of modern concepts in sustainability, but also an active participant in developing and adapting them to serve its national specificity and future ambitions. Today, the summit is a true mirror of Qatar's commitment to promoting the concepts of sustainable development and CSR, and a key driver towards building a more inclusive and just future for generations to come.



UNESCO supports the adoption of sustainable and responsible practices in the private sector.



UNESCO's vision is to integrate social, environmental, cultural dimensions into all aspects of life.

Mr. Salah Khaled, UNESCO Representative to the Gulf States and Yemen

The United Nations Educational, Scientific and Cultural Organization (UNESCO) is a key actor in the promotion of social responsibility at the global level, recognizing that sustainable development is a global challenge that requires the combined efforts of governments, civil society and private sector. UNESCO emphasizes the need to integrate social, environmental, cultural and ethical dimensions into organizations' business models to achieve the goals of the 2030 Agenda for Sustainable Development.

In this context, UNESCO has emerged as a global partner in Qatar by organizing and supporting conferences and initiatives that explore the future of social responsibility and how to align business activities with sustainability goals. The organization believes that education, culture and knowledge are key tools for establishing responsible and ethical practices that contribute to the development of societies around the world.



UNESCO played a pivotal role as a global partner in the second edition of the Qatar CSR summit, which took place from April 30 to May 2, 2024. During the summit, UNESCO organized a panel discussion on: Using Digital Transformation for Sustainable Economic Development.

Through an inclusive and multisectoral approach, this session explored how digital transformation can be leveraged to ensure a sustainable economic development.

Digital transformations are continuously changing how people live, work and function in their societies, it impacts all sectors from education to communications, and healthcare and is also modifying how government and private companies operate.

In the recent year, digital transformation, including artificial intelligence (AI) adoption, has become one of the highest priorities for organizations around the world.

The 194 Member States of UNESCO have adopted in 2021, the first ever global standard on AI ethics – the

"Recommendation on the Ethics of Artificial Intelligence", placing at the heart of digital transformation, the protection of human rights and dignity, as well as fundamental principles such as transparency and fairness. The recommendation is easily actionable and applicable to all sectors.

The session highlighted three key priorities: addressing the ethical challenges of emerging technologies like AI, investing in the enabling environment – from data governance to workforce readiness – and building strong cross-sector partnerships to drive digital transformation.

Through its work on digital transformation and in particular AI, and Greening economy, UNESCO is building further bridges between the private sector and the global development goal, so that sustainability and social investment becomes part of corporate strategy.

The State of Qatar signed an agreement with UNESCO on the sidelines of the Doha Forum 2024, which aims to enhance cultural and educational cooperation between the two sides. The agreement includes expanding the mandate of the UNESCO regional office to become multisectoral, supporting sustainable development efforts in the fields of education, culture, protection of heritage, climate change, and social transformation. This formalization confirms that Qatar's development vision and UNESCO's mission converge on many points, paving the way for deeper cooperation that serves both the Qatari and international community.



UNESCO Biosphere Reserves are 'learning places for sustainable development'.

Al-Reem, Biosphere Reserve

is home to diverse ecosystems, including pristine coastal areas, running dunes, and rocky flat-tops. Witness the grace of endangered species like the Arabian oryx and sand gazelle, as they roam freely in their natural habitat. The reserve also nestles the greater hoopoe-lark and southern grey shrike, and a myriad of migratory birds.

@UNESCO_GCCYemen

QNB Group redefines social responsibility in major financial institutions





Mr. Abdulla Mubarak Al-Khalifa, QNB Group Chief Executive Officer

CSR at QNB is an integrated system that strengthens the economy and serves all groups.

Qatar National Bank (QNB) adopts an integrated strategic approach to social responsibility and sustainability, which is evident in its corporate governance principles, the primary objective of which is to build long-term sustainable value. The role of the Board of Directors is not only to approve corporate strategies that achieve this goal, but also to closely supervise the Group CEO and executive management in the operation of the Bank's business, including the allocation of capital for sustainable growth and the assessment and management of risks.

Our corporate governance principles emphasize the importance of considering the interests of all stakeholders, not just shareholders, including employees, customers, suppliers and the communities in which the Group operates. This approach reflects a deep understanding of the bank's role as an active member of society, and that its long-term success is closely linked to its ability to balance economic, social and environmental goals. In 2024, QNB restructured the governance of environmental, social and governance (ESG) issues at the board level to ensure that these topics are addressed by the relevant committees. Under this structure, environmental and social issues fall under the remit of the Group Board Risk Committee, while governance issues are handled by the Group Board Audit and Compliance Committee. This structure has also been applied at the operational level of the bank, ensuring that sustainability principles permeate all aspects of the business. The Group Strategy Department acts as the primary advisory body for all matters related to sustainability and ESG reporting, and actively engages with stakeholders and international organizations. This clear organizational structure demonstrates the bank's commitment to embedding sustainability at the heart of decision-making and oversight at the highest levels. QNB is committed to transparency by publicly disclosing its sustainability performance annually. Its reports are aligned with the latest international standards and best practices, including the Global Reporting Initiative (GRI) standards.





Sustainability Accounting Standards Board (SASB) standards, the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD), as well as International Financial Reporting Standards (IFRS) related to sustainability-related financial disclosures, including financed emissions. Furthermore, the Bank is seeking independent limited assurance in accordance with the International Standard for Assurance Engagements (ISAE) on selected environmental, social and governance (ESG) key performance indicators. This commitment to multiple and rigorous reporting standards emphasizes the Bank's seriousness in measuring and transparently disclosing its environmental and social performance.

QNB's commitment to sustainability has been recognized internationally, with its inclusion in Time Magazine's prestigious "Best Global Companies for Sustainable Growth 2025" list. The recognition, which highlights the bank's outstanding performance in sustainable development, financial growth and environmental impact, underscores its commitment to sustainable practices and its leadership in the banking sector.

As the only Qatari and GCC company included in this prestigious report, it reflects the bank's strong performance and strategic initiatives aimed at creating long-term value for its stakeholders while positively impacting the communities it serves.

The bank continues to incorporate sustainable financing practices and initiatives that are in line with its vision to drive economic growth while promoting environmental leadership and social responsibility. It is also worth noting that the bank was previously awarded the "Best Corporate Social Responsibility Bank in Qatar" award, providing additional context for its ongoing commitment. This integrated approach, combining strong governance, adherence to international standards, and seeking external recognition, clearly indicates that social responsibility and sustainability are an integral part of QNB's overall strategy, not just fringe philanthropic activities.

Financial Education and Sustainability
The bank's commitment to fostering financial awareness and sustainability values in younger generations is demonstrated by organizing specialized camps. In 2024 and 2025, the bank launched the "Ramadan Camp", which was held every Saturday during the holy month to educate children on the importance of financial literacy and giving back to the community during Ramadan. The bank also organized two seasonal children's camps on sustainability in 2024, one summer and one winter camp. The summer camp involved children creating their own ATMs out of sustainable materials, while the winter camp taught them the importance of money and ways to save. The bank set up a sustainability center that included eco-friendly activities, such as a virtual reality sustainable city powered by a scooter, to teach children about renewable energy in an interactive way.



Community investment, youth support and education
QNB places great importance on investing in the community, with a particular focus on initiatives that target youth, education, and well-being. This interest is manifested in a variety of sponsorships and programs that aim to build capacity and support different groups in the community.

As part of its support for the development of national talent and contributing to Qatar National Vision 2030, QNB was a Diamond Sponsor of the QFBA's 2024 QuadraFinancial program, which prepares graduates and newly recruited employees for leadership roles in the financial services sector. The bank was also the official sponsor of INJAZ Al-Arab's 17th Annual Entrepreneurship Celebration under the theme "Generation Tomorrow", which was held under the patronage of the Ministry of Education and Higher Education (MoEHE).

This celebration focused on evaluating the financial literacy and entrepreneurship projects prepared by students and distributing prizes for innovative ideas in this field. In

addition, the bank sponsored and supported the 9th GCC Universities and Higher Education Institutions Cultural and Scientific Week hosted by Qatar University in 2024 under the theme "Towards a Promising Gulf Knowledge Economy" under the theme "Towards a Promising Gulf Knowledge Economy". These initiatives come as a continuation of the bank's support for national development programs.

Cultural participation

QNB is keen to participate in cultural events that promote national identity and community cohesion. In 2024, QNB organized multiple events to celebrate Qaranggah, distributing Qaranggah gifts and celebrating with children with special needs at Shafallah Center and Al Noor Center for the Blind, as well as QNB employees and visitors to Souq Waqif.

The bank also sponsored and participated in Eid Al Fitr and Eid Al Adha festivals to celebrate with the wider community and foster a sense of unity during these holidays.

This strong thematic focus on youth development through

education, financial literacy, sustainability awareness, and support for people with special needs directly contributes to the human development pillar of the Qatar National Vision. Linking many of these initiatives to important cultural and seasonal events such as Ramadan, Eid, and Qaranggah further reinforces the resonance of these activities and their positive impact within the Qatari community. Multiple partnerships with specialized organizations (e.g. Qatar Financial and Business Academy, INJAZ Al-Arab, Qatar Autism Society, Hamad Medical Corporation, Sidra, and special needs associations) demonstrate a thoughtful approach to maximizing the benefits of collaborating with experienced entities.



Back to school season

QNB, the largest financial institution in the Middle East and Africa, celebrated the back-to-school season in collaboration with Qatar Foundation for Education, Science and Community Development (QF), distributing gifts and vouchers to school students to encourage them to start the school year on a positive note.

This initiative comes in support of the bank's most important CSR pillar, education, and the strategy that aims to promote financial literacy among students throughout the school year.

During the initiative, QNB's CSR team distributed gifts and vouchers to students from Qatar Academy Al Wakrah, Tariq Bin Zeyad School, Awsaj Academy, and Renad Academy, schools under QF's Pre-University Education (PUE) umbrella.

Social and humanitarian support

The bank's support is not limited to education, but also includes important social and humanitarian initiatives. During Ramadan 2024, the bank organized and sponsored an iftar ceremony for elderly patients and their families at Hamad Medical Corporation's Support Specialty Care Center, aiming to support these families during the holy month and nurture Qatar's wider communities.

In addition, QNB Group held a Ramadan Suhoor banquet in the presence of a number of editors-in-chief and representatives of local



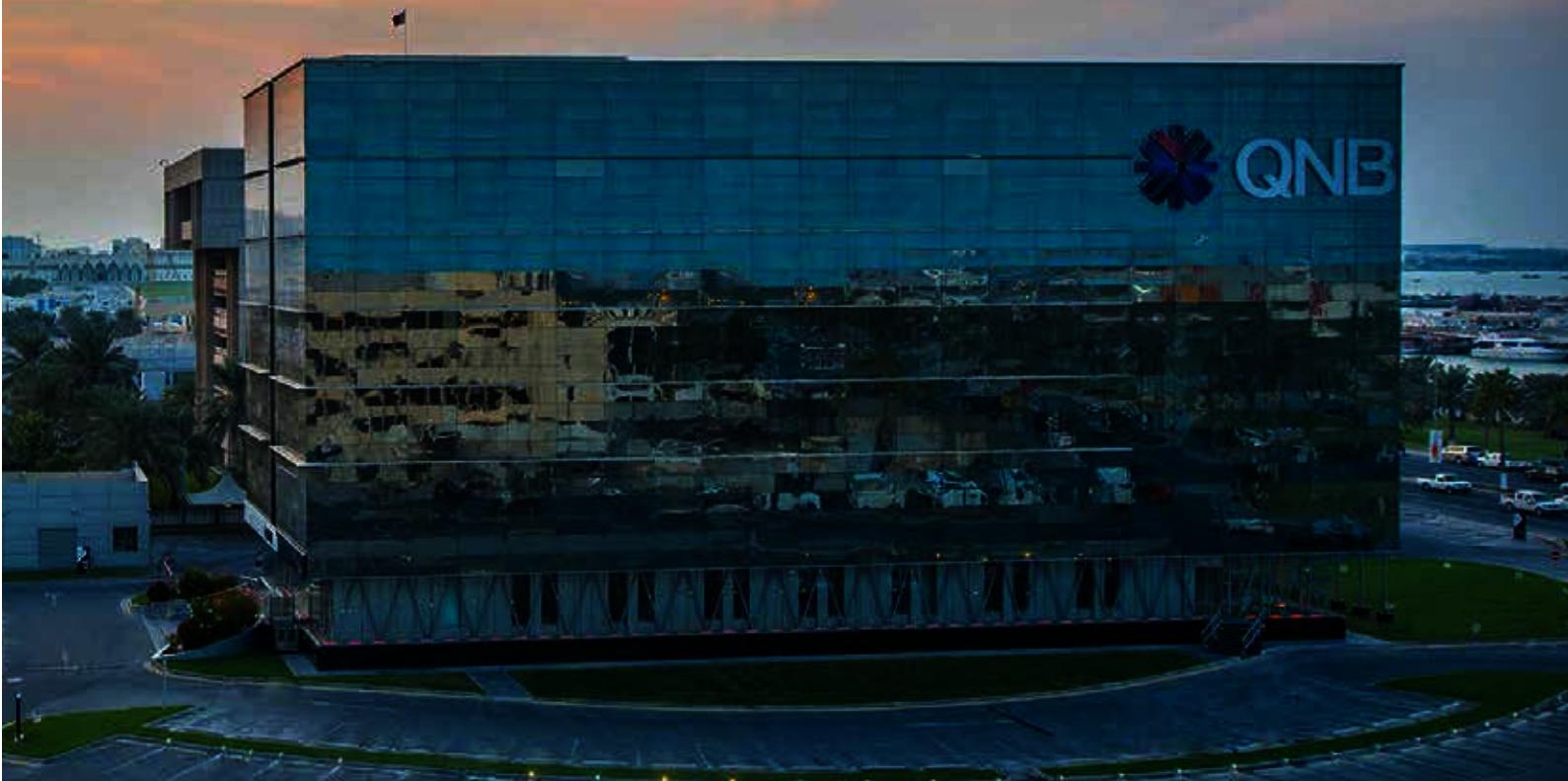
newspapers, in a meeting aimed at strengthening communication and establishing the principle of cooperation with its partners from Qatari media organizations.

QNB Group has signed a strategic partnership agreement with the Qatar Autism Society to support its pioneering efforts to spread awareness and create an autism-friendly environment in Qatar that contributes to enhancing the skills of people with autism and better integrating them into society, in fulfillment of the Qatar National Vision 2030. Underlining its commitment to supporting all segments of society, the bank became the exclusive partner of

the 'Early Intervention Program' for children with autism and their families, in collaboration with the Qatar Autism Society.

The program provides early diagnosis and intervention services for infants and young children at risk of developmental delays or disabilities, and the bank did not forget to share the joy of Eid with sick children, as the CSR team visited children residing at Sidra Hospital to celebrate Eid Al Fitr 2024 with them and spread the joy of this special occasion.

These initiatives complement previous efforts to support other groups such as the blind.



Eco-friendly art camp for kids
 QNB, the largest financial institution in the Middle East and Africa, has announced the launch of its latest CSR initiative, the Sustainability Art Camp, designed to educate and inspire children through creative and eco-friendly activities, in collaboration with KidZania Doha, a leading educational entertainment center. The camp, which will run from June 26 to August 21, 2024, aims to promote environmental awareness and financial education among children between the ages of 4 and 14 years old.



During the camp, children create their own ATM models using recycled materials, an activity designed to teach the importance of recycling and creative problem solving.

In addition to arts and crafts, the camp includes interactive financial skills workshops, delivered by the bank's staff. These sessions will introduce basic financial concepts in a fun and interactive way, helping children understand the value of money, saving and budgeting.

Children also participate in an eco-friendly fashion show competition, using recycled and sustainable materials, by designing and displaying their costumes to promote the concept of innovation and environmental stewardship.

QNB Group Visits Autism Parents' Platform

As part of its commitment to empower children with autism

and their families and build a more inclusive society, QNB Group paid a special visit to the Autism Parents Platform, accompanied by Ahmed Helmy, the Group's brand ambassador in the Middle East and North Africa (MENA).

The event was attended by Sheikha Jawaher Fahad Jassim Al Thani, Chairperson of the Qatar Autism Society, Ms. Heba Al Tamimi, Senior Executive Vice President - Communications, QNB Group, and Ahmed Helmy, and the aim of the visit was to connect with families and children through interactive activities, support, and a positive atmosphere. With his sense of humor and playful personality, Ahmed Helmy brought joy to the hearts of the children, contributing to their morale and happiness.

The visit also aimed to reinforce QNB's support for the autism community by connecting with

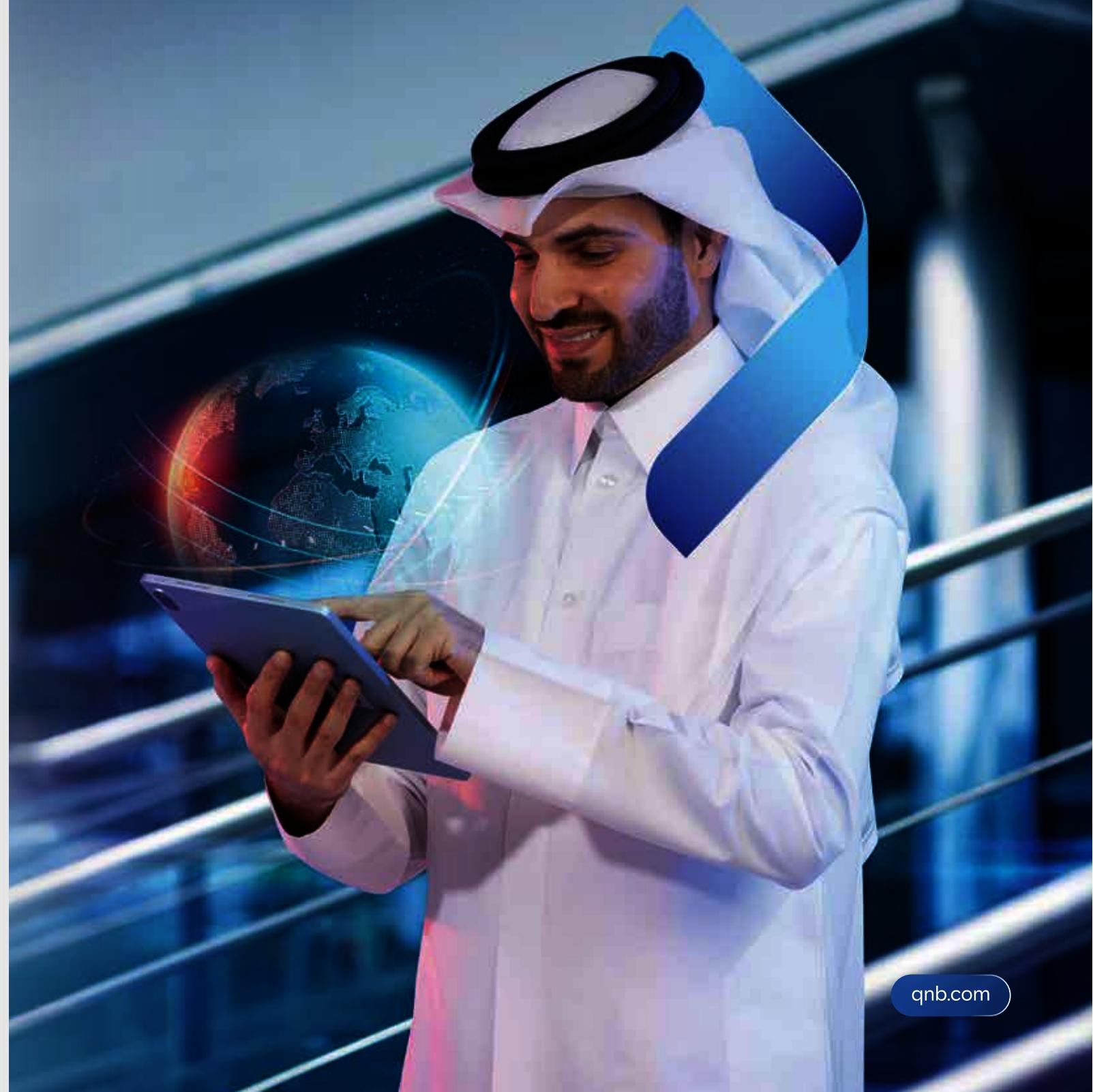
parents and professionals to better understand the needs and challenges facing autistic children and their families.

In addition, as part of its commitment to support social causes, QNB emphasized through a visit to support pediatric patients at Sidra Medicine Hospital.

Executives from Sidra Hospital, QNB's team, and the group's brand ambassador, Ahmed Helmy, spent the day interacting with young patients and spreading joy and support to children undergoing treatment. During the visit, QNB provided gifts and organized interactive activities to bring smiles to the faces of the children and their families, reflecting the bank's dedication to contributing to the wellbeing of the community in Qatar, especially through supporting healthcare and child-focused programs.



Your gateway to global banking.





Social responsibility is a collective commitment that requires joint efforts and is not limited to a single entity or organization.

Katara Hospitality, a leading global hotel owner, developer, and operator based in Qatar, proudly showcases its comprehensive and impactful Corporate Social Responsibility (CSR) strategy at this year's CSR Summit. Rooted in a robust framework, Katara Hospitality's commitment addresses critical environmental, community, workplace, and product innovation aspects across its diverse portfolio.

A foundation of Katara Hospitality's strategy is its dedication to fostering sustainable economic growth and empowerment within the communities it operates in, both in Qatar and internationally. This is achieved through actively prioritizing the sourcing of local produce and services, alongside initiatives aimed at building the capacity of local suppliers through training programs and collaborative partnerships.

Furthermore, Katara Hospitality strives industriously to alleviate the negative environmental impacts of its operations, contributing to a more sustainable future for the hospitality industry.

This is evidenced by its intensified efforts in the accurate assessment and alleviation of the environmental footprint of its operations. This includes a focused campaign across all its assets to significantly reduce electricity and water consumption through the implementation of energy-efficient technologies and water conservation measures.

The company is also actively exploring and continuously adopting sustainable business practices and integrating modern innovative technologies, such as waste management systems and renewable energy sources where feasible.

Beyond resource efficiency, Katara Hospitality is committed to preserving local ecosystems and

biodiversity in the regions where it operates, often engaging in conservation initiatives and promoting responsible tourism practices among its guests and stakeholders.

The company also places a strong emphasis on ethical labor practices and employee well-being across its global workforce, ensuring fair wages, safe working conditions, and opportunities for professional development.

Through these multifaceted efforts, Katara Hospitality demonstrates a holistic and unwavering commitment to corporate social responsibility, setting a benchmark for the hospitality sector.



WE ARE CHANGING THE WORLD OF HOSPITALITY.

Katara Hospitality leverages its established framework to address key issues related to the environment, community, workplace conditions, and product innovation. We promote the use of locally sourced produce and services while supporting the development of local supplier capabilities. Additionally, we are committed to minimizing electricity and water consumption across all our properties.

VISIT OUR WEBSITE WWW.KATARAHOSPITALITY.COM



AlRayan Bank is a role model in implementing social responsibility



AlRayan Bank Qatar demonstrated a strong commitment to promoting social responsibility through a variety of initiatives covering the areas of community development, education, health, and environment.

In 2024, AlRayan Bank Qatar demonstrated a strong commitment to promoting social responsibility through a variety of initiatives and projects covering the areas of community development, education, health, environment, and support for the underprivileged. In the area of community development, the bank contributed to the Sports and Social Activities Fund to support community and sports activities nationwide, benefiting the Qatari community. There was also a partnership with Dreama Orphan Care Center to support educational and recreational programs for orphaned children. In addition, the bank contributed to Qatar Charity Society (Gharmeen program) to

help individuals in debt, benefiting individuals and families in need. The bank made contributions to the Qatar Autism Society and the Qatar Society for Rehabilitation of Special Needs to support individuals with autism and special needs and their families.

Visual identity

AlRayan Bank announced its new strategy, vision and identity at an exclusive event attended by dignitaries including His Excellency the Governor of Qatar Central Bank (QCB). The move comes as part of a major transformation in which the bank seeks to redefine contemporary Islamic banking in line with Qatar's Vision 2030, which is reflected in the bank's slogan

'Leading Forward', which expresses the bank's commitment to innovation and sustainable development.

From a social responsibility perspective, AlRayan Bank is committed to supporting sustainability and innovation in all aspects of its operations. The transformation reflects a long-term strategy to improve the customer experience and support Qatar's economic and social growth by offering innovative banking solutions that integrate modern technology and Islamic values.

This banking model reflects the desire to develop the local and regional community in line with global trends towards sustainable and socially responsible banking, making the bank a reliable partner in shaping the future of Islamic banking.

Financial cadres

AlRayan Bank Qatar supported the "Financial Cadres" program with the aim of developing Qatari financial talent, which has benefited Qatari cadres in the financial sector. The bank participated in career fairs to provide training and employment opportunities and scholarships for Qatari students and graduates. Lectures were given at universities to disseminate knowledge in Islamic finance and risk management to university students.

It also offered an internship program for university students to provide hands-on experience in the banking sector. It organized sign language lectures for employees to promote a culture of inclusiveness in the workplace.



H.E. Sheikh Mohamed Bin Hamad Bin Qassim Al Thani, Chairman of AlRayan Bank

Environmental Standards and Governance

In terms of the environment, AlRayan Bank Qatar joined the Partnership for Carbon Accounting and Finance (PCAF) initiative to measure and disclose greenhouse gas emissions. It conducted the first Islamic finance transaction linked to ESG performance indicators to integrate sustainability objectives into financial transactions. It also developed a comprehensive ESG policy to provide guidelines for the application of ESG principles across the bank.

Invest in green and sustainable instruments to support sustainable projects and initiatives. It has integrated ESG principles into supplier selection to promote sustainability in the supply chain. Its headquarters is GSAS 4 certified to minimize resource consumption and environmental impact. It launched an internal "Go Green" campaign to promote digital transactions and reduce paper usage.

He worked to digitize transactions to reduce the need for paperwork. It introduced a green deposit to fund green initiatives. It developed a sustainable finance framework to provide a reference for the development of sustainable products and services.

Social Responsibility Initiatives

As part of its commitment to supporting vulnerable segments of society, AlRayan Bank Qatar partnered with Qatar Charity's "Gharmeen" Program to provide financial relief to individuals burdened by debt. The bank also collaborated with the Dreama Orphan Care Center to enhance the welfare and development of orphaned children, and extended both financial and logistical support to the Qatar Autism Society and the Qatar Society for Rehabilitation of Special Needs, reaffirming its dedication to individuals with special needs and their families.

AlRayan Bank's CSR initiatives are strongly aligned with the Qatar National Vision 2030, which aspires to transform Qatar into



an advanced nation capable of achieving sustainable development and ensuring a high standard of living for all citizens.

Furthermore, the bank's initiatives have made tangible contributions to the wellbeing of the wider community. Supporting the Gharmeen Program directly addresses Goal 1: No Poverty, by easing the burdens of indebted

individuals. Backing the Kawader Finance Program and engaging in educational activities support Goal 4: Quality Education, while investing in national talent and providing training opportunities aligns with Goal 8: Decent Work and Economic Growth. By empowering vulnerable groups and individuals with special needs, the bank also advances Goal 10: Reduced Inequalities, fostering a more inclusive and equitable society.





Leading Forward

Today, we embark on a journey reflecting yesterday's achievements and tomorrow's possibilities. We move forward on a path of excellence and trust in an exceptional banking experience, driven by innovation, success, and a brighter tomorrow.

Discover more at alrayan.com/leadingforward



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نحو شراكات أكاديمية
لطلاق دراسات متخصصة بالمسؤولية الاجتماعية

Towards academic partnerships
to launch specialized studies on CSR



QATAR
CSR

www.qatarcsr.org

Qetaifan Projects: Leading in Real Estate and Corporate Social Responsibility



قطيفان للمشاريع
QETAIFAN PROJECTS



Qetaifan Island North project is not merely an urban development; it is a living model of an integrated destination that embodies the balance between authenticity and innovation, investment and social value, and profitability and sustainability. We are proud to contribute to shaping a future that supports our nation's vision and aligns with global standards for responsible development.

Sheikh Nasser Bin Abdulrahman Al-Thani, Chairman & Managing Director

Qetaifan Projects is a prominent real estate development company in Qatar, committed to delivering sustainable, high-quality developments. The company's flagship project, Qetaifan Island North (QIN), reflects its focus on creating vibrant, environmentally responsible communities that contribute to Qatar's broader goals, in line with the country's National Vision 2030.

Qetaifan Island North: A Sustainable Urban Development

Qetaifan Island North is a mixed-use development encompassing residential, commercial, and recreational spaces. The project is centered around sustainability, with features like energy-efficient buildings and environmentally-friendly materials. The development has achieved 4-star GSAS certification for its sustainability efforts, including water management strategies like using treated sewage effluent (TSE) for irrigation. By incorporating bioclimatic architectural principles, QIN enhances energy efficiency and reduces the overall environmental footprint.



Commitment to Corporate Social Responsibility (CSR)

Qetaifan Projects integrates CSR into its development strategy, focusing on key areas: community engagement, and economic development.

1- Community Engagement

Qetaifan Projects is dedicated to fostering community development through education, youth empowerment, and social inclusion. One of its notable initiatives is its sponsorship of the Generation Amazing program. As part of its support during the FIFA World Cup Qatar 2022, Qetaifan Projects proudly contributed to this initiative, which uses football as a tool for social inclusion, empowering youth, and promoting sustainable communities.

The company also supports education and career development through its University Internship Program, providing students with real-world experience in the real estate sector. Furthermore, Qetaifan Projects invests in employee development, ensuring that staff members have opportunities for continuous learning and career advancement.

2- Economic Growth

Qetaifan Projects contributes to Qatar's economic diversification by attracting both local and international investments. The development of Qetaifan Island North has spurred the growth of Qatar's tourism and hospitality sectors, with facilities like Meryal Waterpark bringing thousands of visitors annually. This contributes to Qatar's tourism goals, offering new attractions while creating jobs and stimulating local businesses.

Promoting Youth and Sports Development

Qetaifan Projects plays an active role in promoting youth development and healthy lifestyles. The company sponsors events like the Qatari Triathlon Team and the Qatari Aqua Bike Race, helping to raise awareness about the importance of physical activity. Additionally, Qetaifan Island North is home to the Qetaifan Dragon Boating Club, which encourages community involvement in water sports and supports the development of athletes.

Qetaifan Island North's Role in Sustainable Tourism

Qetaifan Island North is a key driver of Qatar's tourism industry. With attractions such as Meryal Waterpark and an array of recreational facilities, the development plays a significant role in drawing international tourists to the region. By providing high-quality leisure and entertainment spaces, QIN contributes to the country's position as a premier global tourist destination, aligning with Qatar's National Vision 2030 goals.

Qetaifan Projects sets a benchmark for CSR in the real estate sector by focusing on environmental sustainability, community development, and economic diversification. Through initiatives like the Generation Amazing program and its commitment to sustainable development at Qetaifan Island North, the company demonstrates how real estate can drive positive change. Its efforts align with Qatar's broader goals of creating an inclusive, sustainable, and economically diverse society.



KATARA
HOSPITALITY

BUILDING
with purpose guided by
SUSTAINABILITY
and community impact.

HIA initiatives support environmental sustainability and CSR



HIA: A global model for balancing development and CSR.

Mr. Hamad Ali Al-Khater, Chief Operating Officer at HIA

Hamad International Airport (HIA) is a major gateway to Qatar and a vital global aviation hub connecting East to West. The airport welcomes millions of passengers every year and has been consistently ranked as one of the best airports in the world, reflecting its commitment to providing world-class services and an unparalleled travel experience. In addition to its role as an engine of economic growth, HIA recognizes the importance of CSR practices in ensuring the sustainability of its operations and contributing positively to society and the environment.

Promoting environmental sustainability
Hamad International Airport (HIA) has partnered with Siemens to enhance the efficiency of its district cooling infrastructure to conserve energy and support the growth plans of the world's best airport. The project, which was

completed in November 2023, is part of HIA's commitment to environmental sustainability and its ambitious goals of reducing its carbon footprint by 30% by 2030.

HIA's district cooling infrastructure systems include five cooling plants that meet the airport's cooling needs within the terminal building, with an estimated capacity of 62,000 tons. As part of Phase B of the airport's expansion project, which is currently underway, and in order to rationalize the consumption of electricity used in cooling operations.

MATAR Safety Campaign

Qatar Airports Management and Operating Company (MATAR) has successfully implemented its annual safety campaign at Hamad International Airport (HIA). The MATAR Safety Campaign was held under the theme "Commitment to Safety: A Legacy We Build Day by Day", with the aim of continuously improving operational health and safety management. The campaign's objectives centered on promoting a 'safety first' culture throughout the award-winning airport, motivating employees to participate in all safety initiatives, promoting a policy of reporting safety concerns, and building strong relationships between the airport, its partners, and its employees.

More than 1,000 MATAR employees, including contracted partners and airport operators, participated in these events, demonstrating the airport's collective commitment to enhancing safety standards.

Autonomous Vehicles

Qatar Aviation Services (QAS), in collaboration with Qatar Airports Management and Operations Company (MATAR) and Qatar Science and Technology Park (QSTP), a member of Qatar Foundation (QF), has launched a groundbreaking initiative to test the latest autonomous transportation solutions at Hamad International Airport (HIA) within its operations at the airport's apron area - the first of its kind in the region. The initial tests will see two autonomous vehicles, including a bus and a baggage cart, equipped with advanced technologies such as GPS, artificial intelligence systems, and smart lidar-based sensors. These vehicles can operate around the clock in a variety of weather conditions and include capabilities such as real-time monitoring and automated charging systems.



Excellence from A to E

Welcome to concourses D & E



5 Concourses
Under 1 expansive terminal

62 Contact gates
40% Increase

Floor space m² 845,000
Terminal grew by 14%

Airport capacity 65 Million⁺
Passengers per annum

Operational

9 new contact gates
Concourse D
51,000 m²
Floor space



8 new contact gates
Concourse E
51,000 m²
Floor space



Retail

9 new retail and F&B outlets
2,700 m²
Total retail space



Sustainability

Energy efficient design
Innovative water management
Integrated hearing loops
Accessible for passengers with disabilities



Lulu Hypermarket is an example of a business with a regenerative social impact



Lulu Hypermarket is an example of a social impact business. Steady steps on the path of social and environmental development.

Dr. Mohamed Althaf,
Group Director-Global Operations & CSO, Lulu Group International

As the global retail industry undergoes rapid transformation, Lulu Hypermarket Qatar has emerged as a pioneer in integrating social responsibility into its operational and economic strategy. Not content with its traditional role as a distributor of consumer goods, the chain has taken sustainability and community partnerships as a consistent path that reflects a deep commitment to social, environmental, and national issues.

Lulu Hypermarkets in Qatar rely heavily on building strategic partnerships with civil society organizations to implement its CSR initiatives, leveraging its extensive network of stores and large customer base. The renewed partnership with Qatar

Charity (QC) is a prime example of this approach, especially during the holy month of Ramadan. In 2025, Lulu Hypermarket and QC renewed their strategic partnership, with a special focus on the Ramadan charity campaign.

This partnership reinforces LuLu's role as a key member of Qatar Charity's 'Partner in Charity' (CP) program, and actively supports the 'Ramadan of Hope' (Giving Lives On) initiative through LuLu's 'Shop and Donate' campaign.

The campaign, which emphasizes the values of giving and solidarity during the holy month of Ramadan, is an effective fundraising mechanism, with a portion of the proceeds from the sales of over 1,200 selected products in the supermarket and other departments being allocated to

the Qatar Charity Campaign, ensuring that essential support reaches the most vulnerable.

This partnership-based model reflects Lulu's ability to mobilize its resources and extensive network to effectively support social causes. By collaborating with specialized organizations such as Qatar Charity and the Qatar Autism Society, Lulu is able to direct its efforts towards addressing specific community needs.

In a remarkable display of corporate philanthropy, Lulu Hypermarket, the retail giant, made a significant financial contribution to the Qatar Society for Rehabilitation of Special Needs.

This noble act falls under Lulu Hypermarket's well-established Corporate Social Responsibility (CSR) framework, exemplifying its unwavering commitment to humanitarian causes and community well-being.

This generous gesture by Lulu embodies its unwavering dedication to uplifting the community and promoting inclusivity.

By aligning with the noble vision of the Qatar Society for the Rehabilitation of Special Needs, Lulu Hypermarket aims to shed light on the lives of individuals with special needs, alleviate their insecurity and integrate them into the fabric of society, thus enabling them to benefit from their legitimate entitlements.



Environmental sustainability initiatives

Lulu Hypermarket continues to demonstrate an ongoing commitment to environmental sustainability by actively participating in national and global campaigns and implementing operational initiatives aimed at minimizing its environmental footprint.

A proud recipient of the Sustainability Award at the Qatar Sustainability Summit, Lulu continues to lead the way in promoting environmentally responsible practices within its 24 stores in Qatar and the wider community. Other ongoing efforts include the use of energy-efficient lighting in all stores, and the recycling of packaging materials such as cartons and waste paper in collaboration with certified recycling partners.

Other notable initiatives include transforming their Al Meshaf branch into the first carbon-neutral hypermarket in the GCC, and installing e-waste collection bins in various stores, in collaboration with the Sea Shore Sustainability.

Health and Awareness Campaigns

Lulu Hypermarket uses its high-profile locations and community partnerships to raise public awareness of important health and social inclusion issues. Its World Autism Awareness Day initiative is a clear example of this. The initiative is part of Lulu's ongoing commitment to promoting inclusivity and supporting individuals on the autism spectrum, reflecting its growing role as a business that places the human dimension at the center of its CSR strategy.

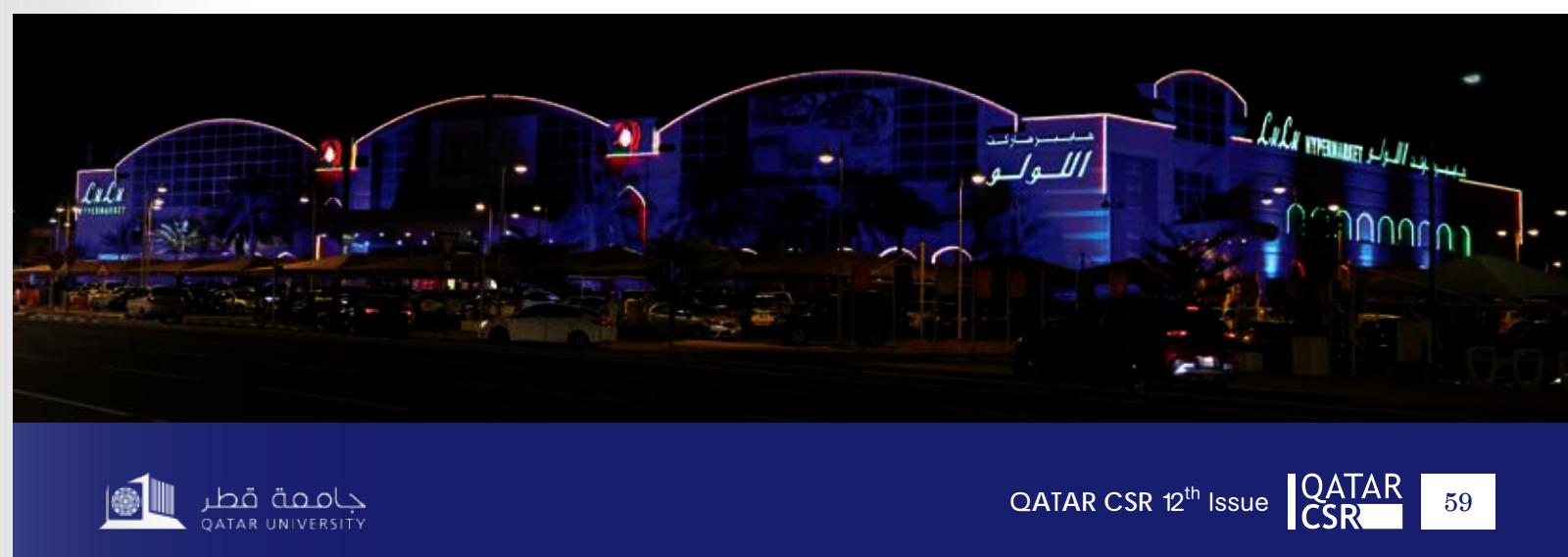
In addition to this symbolic participation, Lulu Group has launched active community partnerships, most notably with the Qatar Autism Society and a number of civil society organizations, to raise awareness and provide support to families and individuals affected by autism. This reinforces Lulu's image as a business that cares about community well-being and supports social inclusion beyond its core activities.

Supporting local products and national identity

Lulu Hypermarket shows a strong commitment to supporting the local economy and promoting Qatari national identity, especially in the agriculture and food sectors. This commitment is evident in specific initiatives aimed at highlighting Qatari products and supporting local farms and businesses.

A prime example of this support is the 'Qatari Products Our First Choice' initiative, which was launched in collaboration with the Ministry of Municipality from December 12-18, 2024. The annual festival, which has been held at all Lulu stores in the region since 2010, aims to celebrate local products and highlight their quality and diversity, while supporting Qatari small businesses and entrepreneurs.

Organizing such initiatives, especially in conjunction with the National Day celebrations, reflects Lulu Hypermarket's alignment with the national goals related to food security and self-sufficiency.



As a company with strong CSR policies, LuLu has always been at the forefront when it comes to giving back to the society. A committed supporter of various social initiatives of the government, LuLu Group's efforts have been very well appreciated by the authorities.



Capturing the essence of sustainability
our moment of triumph.



Lulu Group shines bright
with the Tarsheed Award.



Cultivating innovation
at Agriteq.



Proudly accepting
'The Best Company in the Private Sector' for CSR.



Lulu Qatar demonstrating true leadership
in sustainability.

Illuminating moments of hope: OUR CSR JOURNEY

As a CSR-driven retailer with strong CSR policies, Lulu Group's sustained efforts towards Corporate Social Responsibility started since its inception and have been pursuing the mission with diverse activities with a view to bring positive impact and to disseminate hope in the communities around where we serve.

Corporate Social Responsibility (CSR) is one of its key priorities at Lulu, not just as part of its policies but part of its strong commitment to the community. Lulu Hypermarket has always stood for the cause of society and the environment all along its journey as a true retailer, and all its expansions were done in a socially responsible manner.

Reflecting on our journey, we recall the profound transformations we have catalyzed and the lives we have enriched. Looking ahead, we reiterate our solemn vow to sustain these meaningful CSR endeavors, fueled by the same fervor and determination. Our aim remains unwavering: to serve as a catalyst for goodness within our communities.

Together, let us forge ahead, continuing to make a tangible difference and sculpting a better and brighter tomorrow where life in tranquility is possible for all.

عقد على التوعية بمخاطر الربو

11YEARS AWARENESS
OF THE DANGERS OF ASTHMA



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Social responsibility is an integral part of Al Faisal Holding's corporate identity



الفيصل القابضة
Al Faisal Holding



Sheikh Faisal Bin Qassim Al Thani, Chairman of Al Faisal Holding

Social responsibility at Al Faisal Holding is a corporate commitment that reflects a humanitarian legacy.

Al Faisal Holding's Corporate Social Responsibility (CSR) is a prominent model for integrating corporate and societal values into business strategy, and reflects a philosophy established by the company's founder, His Excellency Sheikh Faisal bin Qassim Al Thani, based on integrity, innovation, excellence and sustainability. These values are evident in the company's approaches to education, culture, health and youth empowerment.

Cultural Dialogue and Heritage Preservation

On the cultural front, Al Faisal Holding's contribution to promoting intercultural dialogue is highlighted by the Sheikh Faisal Bin Qassim Al Thani Museum (FBQ Museum), one of the most prominent private museums in Qatar and the region. The museum houses rare collections of world heritage and aims to promote cultural diplomacy and understanding between peoples by organizing international exhibitions such as "Majlis - Dialogue of Cultures" under the auspices of UNESCO. The museum is an important pillar of the company's CSR strategy and reflects its commitment to preserving heritage and promoting international cultural dialogue, which is in line with the objectives of the Qatar National Vision 2030.

Strategic investments and social impact

In the field of healthcare and community



well-being, Al Faisal Holding seeks to invest in medical institutions and develop health infrastructure, with a focus on modern digital health technologies, such as Hospital Information Exchange (HIE) projects and drug tracking.

These efforts strengthen Qatar's health system and contribute to raising the quality of medical services provided to the population. Supporting sports activities reflects the company's comprehensive vision of community well-being and its keenness to promote a healthy lifestyle.

An integrated model of development and responsibility

Al Faisal Holding's corporate social responsibility is an integral part of its organizational identity and is closely linked to its founding values. This strategic approach that links business to positive social impact positions Al Faisal Holding as a model of sustainable commitment and inclusive community development in Qatar and the region.

Destination Imagination

Al Faisal Foundation Without Borders (AFWB) launched the "Destination Imagination" program for the 2024-2025 academic year with more than 200 teachers and coordinators from public and private schools in attendance, underscoring the great interest in education and professional development for teachers. A total of 96 government and international schools participated in the 2023/2024 edition of the program,

reflecting the trust and engagement with the Foundation's educational initiatives. In another initiative titled 'Plant Your Homeland', 360 students participated in activities aimed at promoting environmental awareness and developing a sense of responsibility among students, emphasizing the Foundation's vision to prepare conscious generations capable of making a positive change in their community and environment.

Empowerment and psychological support

In addition, Al Faisal CSR Center's community role is highlighted through its contribution to supporting the Dreama Orphan Care Foundation, where the center was honored on the sidelines of the "Happiness Makers" event for children from the center and foster families, with the aim of providing psychological and moral support to community members.

Al-Faisal Educational Fund at Qatar University

Sheikh Faisal bin Qassim Al Thani and Professor Sheikha Bint Abdulla Al-Misnad signed an agreement to establish the Al-Faisal Educational Fund at Qatar University, aimed at promoting socially responsible investment education.

The fund offers business students hands-on experience by managing real portfolios in Qatar and GCC markets, bridging academic learning with practical application. Qatar National Bank serves as the Fund's custodian, supporting the execution of student investment decisions under faculty supervision.

Al Faisal Holding's Support to the 2nd edition of "Doha Conference for Training and Development" Al Faisal was one of the main supporters of the 2nd version of "Doha Conference for Training and Development", an initiative that fosters innovative learning and professional development, and encourages investing in growth and excellence.



Investing in People. Committed to Change



Hospitality



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Construction & Project Management



Manufacturing



Services



Culture, Education & Sports

Aamal leads the way for inclusive sustainability in industrial and commercial sector



Sheikh Mohammad bin Faisal Al Thani
Managing Director and Vice Chairman

Under the leadership of H.E. Sheikh Faisal bin Qassim bin Faisal Al-Thani, Chairman of the Board of Directors, Amaal is one of Qatar's most prominent Qatari listed companies, with extensive activity in the Industrial Manufacturing, Trading & Distribution, Real Estate, and Managed Services sectors. The company has a comprehensive sustainability framework consisting of four main pillars: Business Ethics and Transparency, Environmental Protection, Community Service, and Workforce Empowerment. This framework is aligned with international standards such as the Global Reporting Initiative (GRI) and the United Nations Sustainable Development Goals (SDGs).

Environmental protection
In the area of environmental protection, Amaal has ongoing initiatives aimed at minimizing its environmental footprint. Its subsidiaries have implemented various initiatives to reduce energy and water consumption and waste management. For example, energy-efficient lighting and GPS tracking have been used to minimize fuel consumption in distribution operations. Companies such as Amaal Ready Mixed

Concrete and Doha Cables recycle solid waste and motor oil, with a focus on automating processes to minimize the use of paper. The company has also increased its wastewater recycling rate.

Doha Women's Forum
Aamal sponsored the seventh edition of the Doha Women's Forum for the second consecutive year at this year's event under the theme "Investing in Women: The Road to Peace, Security and Inclusion", emphasizing the critical role of investing in women to promote peace, security and social inclusion. The forum featured influential speakers from diverse backgrounds and provided a platform for women to amplify their voices for a more empowered and equitable future. In addition, Aamal hosted an awareness event to mark October Breast Cancer Awareness Month, which included interactive activities and panel discussions on breast cancer prevention and the importance of early screening.

Sports Day
The company is keen to actively participate in national events such as UAE Sports Day, and in 2025, it organized various sports and

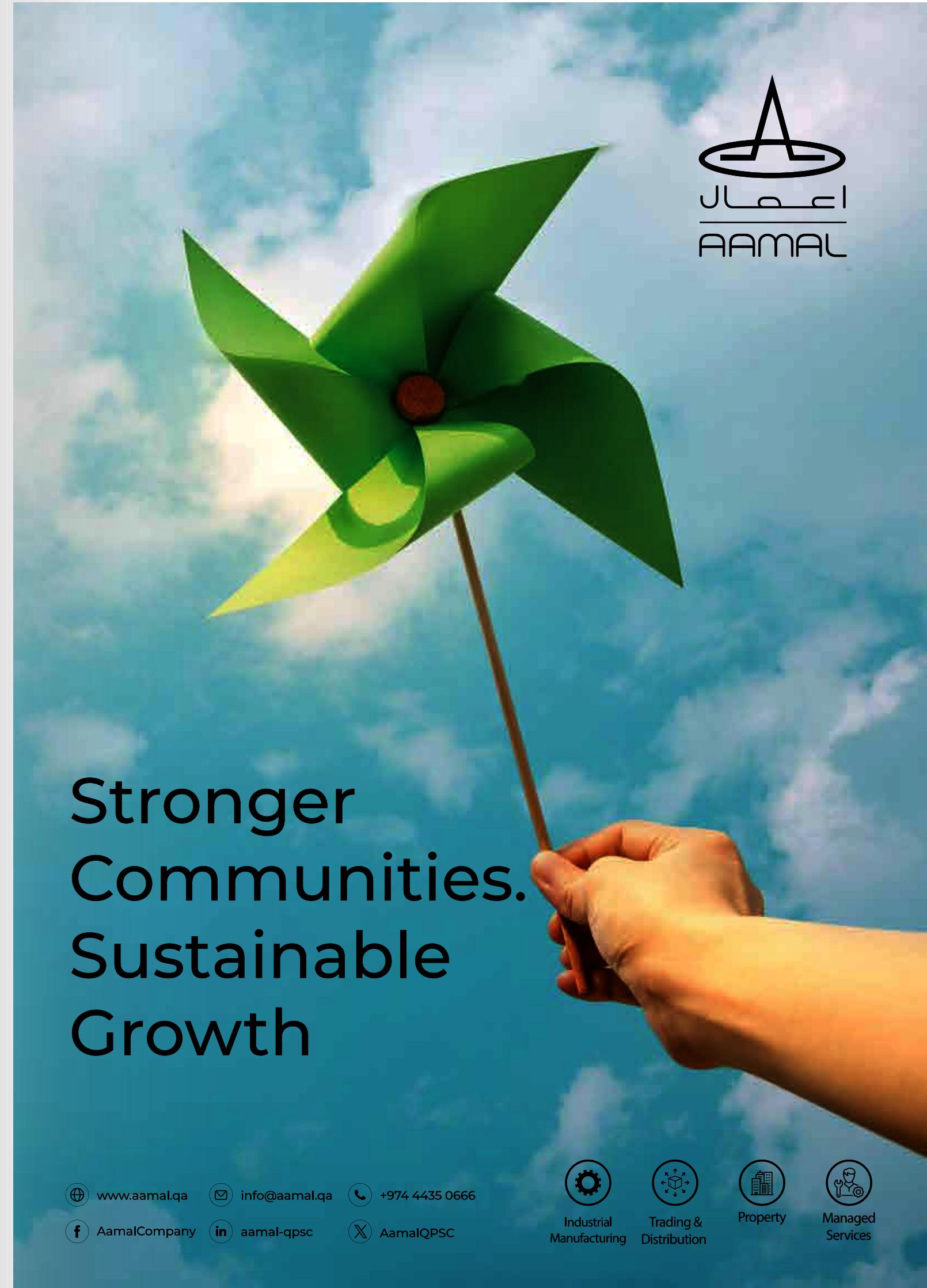
entertainment events for its employees and their families, including football and basketball tournaments and interactive games to promote a healthy lifestyle and team spirit. The company also organized the second edition of the 'Aamal Tour' cycling event to encourage employees to exercise and adopt an active lifestyle.

Training programs
Workforce empowerment is a key pillar of the company's strategy. The company seeks to develop the skills of its employees through continuous training programs, where the average training hours per employee has increased to reach 7 hours in 2024, representing a growth of 13% compared to the previous year 2023.

The company provides a safe and healthy work environment, with its commitment to occupational health and safety standards reflected in a clear decrease in the number of work-related injuries. Aamal also promotes diversity and equality, with clear efforts to reduce the gender gap and support localization and recruitment of Qatari nationals through the "Quadir" initiative.

The company also cares about the overall well-being of employees through rewards, recognition and healthcare programs, and organizes special awareness and health events for them.

Celebrating with employees
Aamal has hosted a series of Suhour gatherings for its employees, members of the management, and key partners, aiming at fostering strong social communication during the Holy Month of Ramadan.



Apparel Group: Integrating Social Responsibility with Business Excellence

APPAREL GROUP
EXCEED EXPECTATIONS EVERYDAY



Apparel believes its role extends beyond selling to supporting charitable initiatives.

Mr. Sunil Thakkar, Vice President and Country Manager

Apparel Group integrates Environmental and Social Governance (ESG) into its core strategy and is a strategic partner of the United Nations Global Compact. In 2023, it received the Best Retail CSR Initiative Award at the Qatar CSR Summit, recognizing its leadership in sustainability, community welfare, and diversity.

In Qatar, Apparel has driven impactful CSR initiatives. Through campaigns with Qatar Charity, it donated clothing worth over QR 2 million during winter, Eid Al Fitr, and Ramadan to support families, workers, and displaced individuals. The company also partnered with the Education Above All Foundation to support global education, launching in-store donation drives and direct contributions.

To advance environmental sustainability, Apparel assessed its carbon footprint and implemented changes such as replacing plastic bags with reusable alternatives. In partnership with SOEX Group, it collected and recycled over 20,000 units of clothing, footwear, and accessories—promoting circular fashion and waste reduction

Employee-led volunteering is central to Apparel's CSR. In collaboration with DEAP, teams participated in annual beach and mangrove cleanups, contributing to the collection of over 102 tons of waste alongside 9,000 volunteers.

Apparel also prioritizes health and wellness. It supported Sidra Medicine's pediatric cancer programs and organizes awareness sessions for employees on key health topics. In 2022, employees joined

the Yoga Guinness World Record event, reflecting the company's holistic wellness approach.

Reinforcing its long-term commitment to social responsibility, Apparel has set a new goal to enhance workplace inclusion by actively recruiting talents with special needs—reflecting its belief in diversity, empowerment, and equal opportunity across its global workforce.

Looking ahead, Apparel will continue partnerships with organizations like Qatar Cancer Society, Qatar Charity, and Education Above All Foundation. Its enduring focus on aligning business growth with positive social and environmental impact positions Apparel as a role model in the private sector.

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Qatar Cancer Society
الجمعية القطرية للسرطان



His Excellency Sheikh Dr. Khalid bin Jaber Al Thani, Chairman

Qatar Cancer Society (QCS) was established in 1997 by His Excellency Sheikh Dr. Khalid bin Jaber Al Thani. It operates under the supervision of the Regulatory Authority for Charitable Activities. From its inception, the Society has been a founding member of numerous local, regional, and international federations and alliances, including:

- Member of the National Framework for Cancer Control in Qatar
- Member of the Gulf Federation for Cancer Control
- Member of the Union for International Cancer Control (UICC)
- Founding member of the International Cancer Prevention Consortium (ICPC)

Vision: "A cancer-aware community and a better life for those affected by cancer". **Mission:** A non-profit charitable organization that relies on donations and community partnerships to provide its services. It aims to raise awareness about cancer, methods of prevention, and the importance of early detection. Additionally, it offers financial, psychological, and social support to patients, survivors, and their families, and contributes to professional development and scientific research in the field of cancer.



QCS has strived to be a platform for community partnership, aiming to position Qatar as a leader in cancer prevention and alleviation. It has contributed to the development of the National Cancer Strategy and the National Cancer Awareness Calendar.

To achieve a sustainable impact, QCS has placed great importance on beneficiaries, partners, and supporters, focusing on developing its operations and organizational capacities. In 2017, the Society established the Cancer Awareness Center, the first of its kind in the Middle East. The center includes nine multifunctional facilities, such as a 100-seat auditorium, a healthy kitchen, and a scientific cinema.

QCS's health awareness programs target all segments and sectors of society and have reached millions within Qatar. The Society has gone beyond traditional awareness campaigns by leveraging all available communication channels and developing a free mobile application. This app provides access to cancer awareness platforms, early detection information, patient support, donation options, and event scheduling.

QCS aims to improve the quality of life for patients, survivors, and their families during and after treatment by helping

Social responsibility is a collective commitment that requires joint efforts and is not limited to a single entity or institution.

them overcome the effects of the disease and its treatment. It also supports their reintegration into society, enhancing their psychological and social well-being. Furthermore, it advocates for their needs through community partnerships.

Driven by its humanitarian role, QCS provides financial assistance for the treatment of non-Qatari patients who cannot afford the costs through the digital platform Weyyakom. This platform allows online applications and approval within 48 hours. The number of patients supported has exceeded 10,000, with treatment costs surpassing 100 million Qatari riyals. In addition to providing support, QCS contributes to the capacity building of healthcare providers by organizing and hosting workshops, international conferences, and training courses accredited by the Ministry of Health. It also supports cancer research projects in collaboration with universities and research centers.

QCS's 2025–2028 strategic plans align with Qatar National Vision 2030, which aims to achieve comprehensive and sustainable development across all sectors. The Society seeks to promote a culture of innovation and achieve excellence in satisfaction levels among beneficiaries and partners. It also aims to enhance the capabilities of its employees and volunteers to ensure the best possible service delivery.

For these reasons, the Qatar Cancer Society is considered a model in the field of social responsibility, as it effectively contributes to improving the quality of life for cancer patients and promoting health awareness in Qatari society. It is committed to addressing challenges, meeting aspirations, and continuously enhancing the quality of life and support for cancer patients and their families.



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Al Rayyan Water Company commits to eco-friendly practices.



Baladi Group places sustainability at the heart of its operations to promote environmental practices.

Mr. Khalifa Khalid Al-Rayyan, Chairman of the Board of Directors

Al Rayyan Water's pivotal role in Qatar's water sector is of particular importance, and the need to analyze and evaluate its social responsibility initiatives to determine its commitment to sustainable development and community service is all the more important as Al Rayyan celebrates 40 years of establishment since 1984 in Qatar, four decades of excellence with Al Rayyan Water. As Qatar's exclusive provider of natural water, its mission is to redefine the industry through innovation, community enrichment and responsible stewardship of natural resources.

Rationalizing Consumption
Al Rayyan Water Company takes several initiatives to rationalize water consumption and minimize losses. The company has invested in the latest technologies to ensure the efficiency of its operations and minimize energy and water consumption. The company also adheres to eco-

friendly practices in its packaging to minimize its environmental impact. In addition, the company has launched water bottles made from 100% recycled PET (polyethylene terephthalate) to minimize plastic waste, reduce the carbon footprint, and promote a circular economy. The company is also collaborating with national initiatives such as planting 1 million trees to increase the green spaces in the country.

Social Development
Al Rayyan Water Company participates in several initiatives that aim to serve the local community. The company collaborated with Qatar Charity to distribute water to workers during the hot summer season as part of the 'Sugia' initiative, which aims to promote healthy lifestyles among workers. The company also participated in Qatar National Day celebrations organized by Qatar Charity in Al Khor, reflecting its commitment to fostering a sense of loyalty and belonging to the country and contributing to community activities.

Achieving Sustainable Development

Al Rayyan Water's CSR initiatives are highly aligned with Qatar National Vision 2030, which aims to achieve sustainable development in all areas. The company's focus on water conservation and the use of technology to minimize wastage is in line with the vision's goals of environmental sustainability and rational management of natural resources. Its participation in community development initiatives and support for the underprivileged also contributes to the vision's goals of social development and community cohesion.

Al Rayyan Water's CSR initiatives are aligned with the United Nations Sustainable Development Goals, especially Goal 6, which focuses on ensuring the availability of water and sanitation for all and sustainable water management. Efforts that directly contribute to the realization of this goal.

الاستدامة تبدأ من هنا SUSTAINABILITY STARTS HERE



talabat Qatar is a model for integrating technology and CSR

talabat



Mr. Francisco Miguel De Sousa, Managing Director of talabat Qatar

Participation in national events

talabat's contribution to national events such as National Day and National Sports Day consists of strategic partnerships with national organizations such as the Qatar Football Association, as well as supporting promotions associated with these events through its digital platform.

This role, although indirect, demonstrates the company's awareness of the importance of engaging in events that represent the fabric of Qatari identity, by facilitating access to services and enhancing the community experience for customers.

talabat's initiatives demonstrate that it is a model of integrated social responsibility, with the company



emerging as an influential actor able to transform its operational processes into tools for community support and positive impact. Through its driver support, humanitarian partnerships, and rapid response to crises, talabat has demonstrated that it adopts a pragmatic model that goes beyond slogans to real-world implementation.

Sustainability and environmental responsibility

Although most of the documented initiatives by talabat in Qatar during this period focus on social support, the company has not overlooked the importance of the environmental dimension of its corporate responsibility. It announced its sustainability commitments at the CSR Summit in Qatar, pointing to long-term strategies that include optimizing packaging, expanding the use of an electric fleet, and reducing its carbon footprint.

Donations for Gaza

talabat, the leading local daily delivery service, announced the launch of a charitable campaign in collaboration with Education Above



Toward Integrated Social Responsibility: talabat's vision for positive transformation in Qatari society.

talabat

talabat Leads the Way in Social Responsibility

From partnering with Qatar's biggest charity organizations for providing aid during Ramadan, to extending support to survivors of the Morocco earthquake, raising awareness for breast cancer through Pinktober, and contributing to donation for Gaza, talabat is dedicated to creating meaningful change!



Leading with Purpose:

A Commitment to Progress and Sustainable Excellence at Gulfcrafts



Mr. Vicken Deyirmenjian, Co-Founder and General Manager

Gulfcrafts is a leading example of Corporate Social Responsibility in Qatar, demonstrating a strong commitment to sustainability in the event and manufacturing sectors. This is reflected in the company's active involvement in initiatives that promote sustainable practices, such as its participation in the Qatar CSR Summit, among others, which highlights its dedication to global sustainability goals.

Innovation, education, and collaboration are central to Gulfcrafts' approach. The company continuously strives to drive positive change by integrating sustainability into its business practices. From developing more efficient production methods to using sustainable materials and finding new ways to reuse resources,

Gulfcrafts shows how sustainability can be harmoniously combined with innovation and growth.

Through its participation in the CSR Summit, Gulfcrafts not only reinforces its commitment to sustainability but also helps educate the wider industry. The company's involvement in the event allows it to share knowledge on how to create sustainable designs and manufacturing practices, encouraging others to follow suit. By actively engaging in these conversations, Gulfcrafts continues to play a leadership role in promoting sustainability within the industry.

Today, businesses are increasingly evaluated on more than just profits—they are also judged by their social and environmental impact. Gulfcrafts recognizes this shift and sees CSR as an important strategic approach.

By aligning its operations with national goals, like Qatar's National Vision 2030, and global sustainability initiatives, Gulfcrafts ensures that its business remains relevant and responsible in a rapidly changing world.

The foundation of Gulfcrafts' success lies in its people. Employees and craftsmen are at the core of the company's creativity, innovation, and production. In an increasingly competitive job market, Gulfcrafts goes beyond offering competitive salaries. The company focuses on creating a work environment that is fair, supportive, and aligned with its employees' values. By providing a safe, motivating, and inclusive workplace, Gulfcrafts attracts top talent and fosters long-term loyalty.



The company also invests in employee development, offering training programs and career growth opportunities. This commitment to personal and professional growth not only improves performance but also boosts morale and creates a sense of belonging, contributing to Gulfcrafts' long-term success.

Gulfcrafts' commitment to social and environmental responsibility extends beyond its internal practices. The company builds strong partnerships with suppliers, partners, and local communities that share its sustainability values. By working with suppliers who prioritize eco-friendly practices,

Gulfcrafts ensures its products and services meet high environmental standards. This network of like-minded partners strengthens the company's environmental efforts and builds long-term relationships based on mutual respect and shared goals.

The company also works to reduce its environmental impact by recycling production waste and prioritizing sustainable materials for its projects. Gulfcrafts' focus on sustainability is evident in its choice of suppliers and partners, ensuring that its projects are as eco-friendly as possible within the very challenging industry of manufacturing. This approach goes beyond meeting regulatory

standards and aims to create a lasting positive impact on the environment and the community.

At its core, Gulfcrafts understands the importance of aligning business objectives with social and environmental responsibilities. This balance makes the company more sustainable and positions it as a role model within the industry. Through its dedication to CSR, Gulfcrafts proves that business success and social responsibility can go hand in hand. By continuing to innovate, collaborate, and invest in people and the planet, Gulfcrafts is helping to create a future where sustainability is an integral part of every business decision.



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Dallah Holding Media Pioneers Social Responsibility and Sustainable Development in Qatar



Mr. Rashid Mohammed Al Nuaimi, Chairman

Dallah Holding Media is keen to support events that contribute to spreading awareness and promoting sustainable practices in the community.

Founded in 1982, Dallah Holding Media is a leading example of corporate social responsibility (CSR) in Qatar. The company demonstrates a deep commitment to promoting sustainable development and actively contributing to Qatari society through a variety of initiatives and activities. The company pays great attention to social responsibility, and its contributions are manifested in sponsoring and supporting a variety of activities and events in multiple fields, highlighting its firm commitment to community development and sustainable development.

Investing in culture and arts

Dallah Holding Media believes in the importance of culture and the arts in building a well-rounded society. Through its subsidiaries such as



Devo Art, it provides innovative artistic solutions and contributes to the development of Qatar's cultural scene, strengthening national identity and enriching the cultural life of the community. Through these various initiatives, Dallah Holding Media demonstrates its deep commitment to social responsibility and its ongoing endeavor to promote sustainable development in Qatar by supporting and sponsoring activities and events that contribute to building a prosperous and integrated society.

Dallah Holding Media also demonstrates its commitment to social responsibility through its active participation in events dedicated to this field. For example, in 2025, Dallah Holding Media joined as a production partner at the Qatar Social Responsibility Conference and Exhibition. The event brought together industry experts to discuss and share experiences on CSR best practices. This participation emphasizes Dallah Holding Media's keenness to promote dialogue and cooperation between different sectors to achieve sustainable development.

Education and Employment Support

Dallah Holding Media believes in the importance of supporting education and providing employment opportunities for Qatari youth. Dallah Holding Media participated in the Education City Career Fair, showcasing job and training opportunities, demonstrating its

commitment to developing local talent and supporting young people in their careers. Through these initiatives, the company seeks to empower young people with the skills and experience needed to enter the labor market and contribute to building Qatar's future.

Dallah Holding Media continues to strengthen its role in social responsibility by supporting initiatives and programs that aim to make a positive and sustainable impact on Qatari society. Its continuous participation in events and awards demonstrates its commitment to adopting best practices in this field, and its relentless pursuit of balancing commercial success with social responsibility. Thanks to these efforts and initiatives, Dallah Holding Media is a role model for CSR in Qatar, combining commercial success with a community commitment to sustainable development.

Building a healthy community

Dallah Holding Media recognizes the importance of sports in youth development and building a healthy and active society. In this context, it sponsored the 27th Asian Handball Championship, further strengthening Qatar's position as a sporting destination. In addition, the company is proud to support Al Rayyan Sports Club in their AFC Elite League campaign, fostering sportsmanship and competitiveness among the youth.

BUSINESS WITHOUT CHANGE?

WE DON'T CALL THAT BUSINESS

At Dallah Holding Media, we believe true success is measured by the lasting impact we create on the people and places.

With a proven track record of helping businesses thrive responsibly, we are ready to do the same for you through our bespoke CSR programs.

Let's Talk



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www.dallahholding.media

IFP leads the events industry, serving the economy and promoting social responsibility



Mr. Haidar Mshaimesh, General Manager, IFP Qatar

The International Fairs and Promotions company (IFP Qatar), a prominent leader in event organization in Qatar and the Middle East, stands as a model for how corporate social responsibility can be seamlessly integrated into the heart of a company's strategy and operations. Through its core focus on organizing and managing international trade exhibitions and specialized conferences across vital sectors, IFP Qatar not only pursues business growth but also actively contributes to community and economic development. The company recognizes that its mission extends beyond commercial success to include a proactive role in fostering sustainable development within the society it serves. This enduring commitment is reflected in its comprehensive and high-level activities, which include the precise planning and professional execution of major international trade fairs and specialized conferences that function not only as commercial platforms, but also as drivers of broader social and economic progress.

The organization of the Qatar Social Responsibility Conference and Exhibition 2025 by the company reflects a continuation of a longstanding commitment to delivering events that prioritize meaning and offer content with genuine depth moving beyond form to substance. This conference was treated as more than a typical event; it was envisioned as a national platform that embodies the country's aspirations for sustainability and transforms intellectual and scientific perspectives into dynamic interactions between experts and the community.

Its design and execution were guided by the latest international standards in conference management, drawing inspiration from the spirit of innovation outlined in the Qatar National Vision and the impactful messages of its partners.

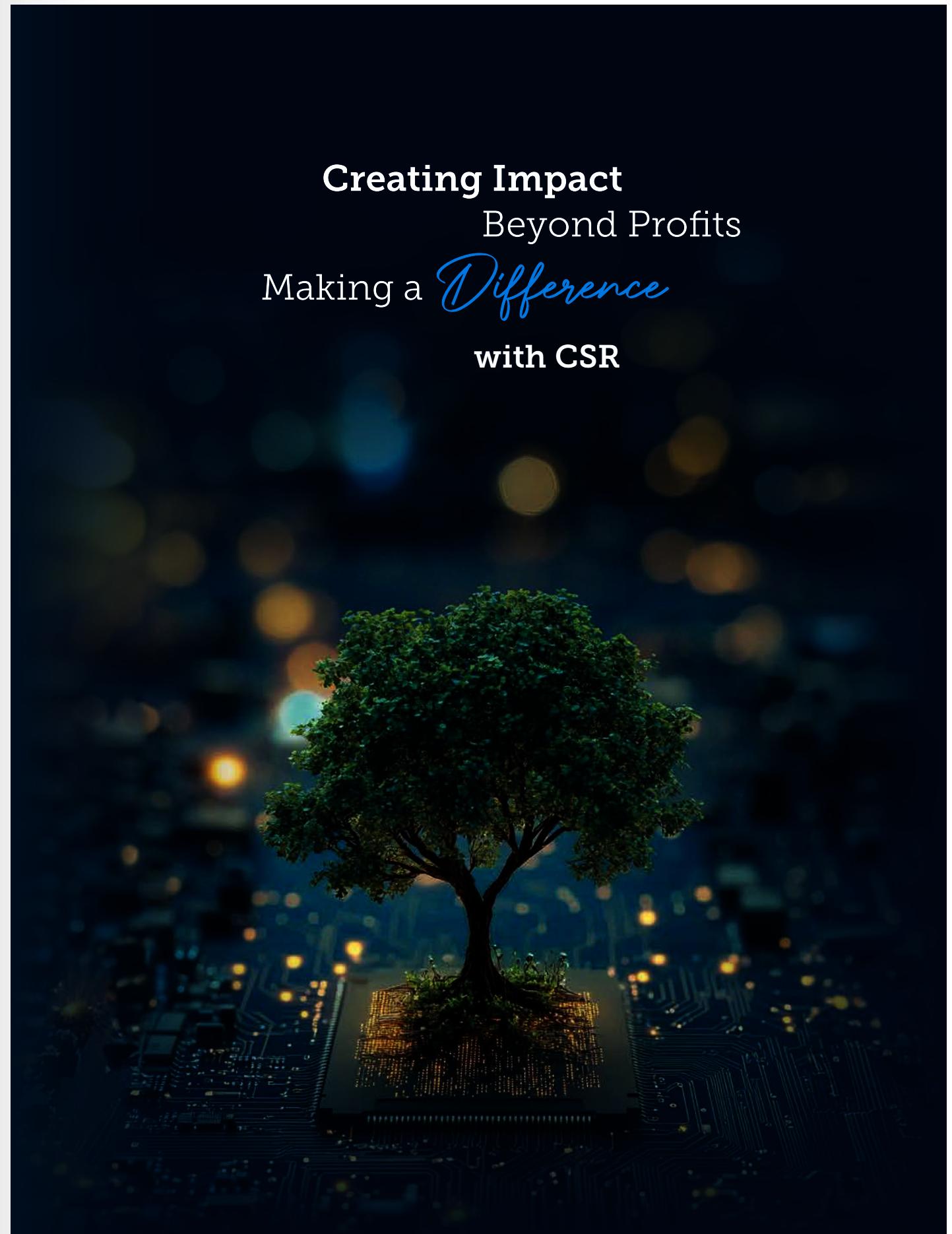
The company's role as a vital bridge for facilitating effective communication and building productive business partnerships between local and international companies including enabling small and medium-sized enterprises to access larger markets and secure new deals, is itself an exercise in social responsibility. It contributes to strengthening the fabric of the local economy and promoting a competitive and equitable business environment.

Furthermore, the transfer of knowledge, exchange of experiences, and encouragement of innovation, facilitated through accompanying conferences and specialized workshops that attract both international and local experts, represent

Our commitment to social responsibility is firm, while delivering high-quality organizational experiences.



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The Organizer

The digital age presents a unique opportunity to promote environmental, social and economic sustainability



Mr. Jack Saba, General Manager

Digital sustainability is not a choice, but a social responsibility shared by individuals and institutions to reduce the environmental impact of data and technology.

Mubadara for Social Impact was founded on the belief that sustainable development starts with people, is built with partnerships, and is measured by impact. Our plan in founding the annual Qatar CSR Summit was not just an operational task, but a strategic responsibility stemming from a long-term commitment to the Qatari community and its institutions.

From the selection of topics and speakers for this year's summit, to the design of the sessions and the exhibition, we ensured that every detail of the conference reflected Qatar's national vision to foster a culture of social responsibility. We focused on integrating modern technologies and interactive experiences to enhance audience participation and turn the discussion into a lively movement both inside and outside the conference halls.

Mubadara for Social Impact is committed to its pivotal role in bringing together experts and

stakeholders from various sectors under the umbrella of this important summit. Through this platform, we seek to attract an elite group of academics, researchers, business leaders, and decision-makers from within and outside Qatar, in addition to representatives of prestigious international organizations such as the United Nations, UNESCO, and the International Labor Organization. This diversity of participation enriches the discussion and fosters the exchange of knowledge and expertise on the topic of digital sustainability, contributing to the development of innovative and effective solutions to the challenges we face. We believe that providing an inclusive and diverse platform is essential for achieving real progress in this vital field.

The theme of this year's conference, "Sustainability in the Digital Age," is exceptionally important in light of the rapid technological development we are witnessing and its profound impact on all aspects of our lives. The digital

age presents a unique opportunity to promote sustainability in its environmental, social and economic dimensions through innovative tools and solutions that have never been available before. Digital technologies have the potential to provide effective solutions to efficiently monitor and manage natural resources, reduce waste production and encourage recycling, and promote environmental awareness among individuals and organizations on a large scale.

Mubadara for Social Impact reaffirms its commitment to continue this approach and seeks to make this conference the nucleus of an integrated national CSR ecosystem in Qatar.

I am certain that this conference will achieve its desired goals and we will come up with practical and applicable recommendations that will effectively contribute to enhancing sustainability practices in the digital age in Qatar. Our efforts at this conference are fully aligned with the Qatar National Vision 2030 and the United Nations Sustainable Development Goals, especially the goal related to sustainability and digital innovation. We also emphasize on Qatar firms to commit to achieving sustainable development and taking a leading position in the region in this vital field. In conclusion, we invite you to actively participate in this annual summit. Your contribution is essential to achieving a sustainable and prosperous future for Qatar, and we are confident that together we can make a difference and shape a brighter and more sustainable future for our future generations.



Corporate social responsibility is now a global mindset, affecting stakeholders, shareholders, consumers, suppliers, and employees, transforming from a mere stakeholder satisfaction to a crucial factor.



Benefits of CSR

Higher Brand Recognition

Satisfied Customers and Stakeholders

Successful Financial Performance

Ability to Attract and Retain Talent

Ability to Make Positive Change

Improved Public Relation

CSR benefits businesses, society, and the environment by enhancing brand reputation, building stronger customer relationships, fostering a positive work culture, achieving cost efficiencies, attracting investors, and ensuring long-term profitability and positive societal impact.

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CSR Program: Towards building a solid and sustainable knowledge infrastructure

QATAR
CSR



Mr. Haitham Hossam Al-Dein
Chief Strategy Officer of Global CSR Network Inc.

Today, at an unprecedented pace, we are witnessing a tremendous acceleration of global changes that are reshaping our economies, societies and environments. At the center of these shifts is a fundamental and profound shift in the concept of CSR. The concept has decisively transcended its traditional boundaries associated with seasonal donations and sporadic charitable acts, to become a comprehensive and integrated strategic framework for good corporate governance, a key element in building sustainable competitiveness, and a vital engine for achieving comprehensive development. This maturity of the concept forces us, as thought leaders and practitioners, to move on to more in-depth and grounded approaches.

In this changing landscape, systematic scientific research and specialized knowledge platforms play a pivotal and crucial role, not only in

reformulating and modernizing this concept, but also in providing it with the analytical depth and integrated methodological foundations that enable it to effectively face the complexities of the modern era..

CSR today requires informed decisions based on accurate data, objective assessments of impact, and a deep understanding of local and international contexts. It is precisely from this strategic perspective that the Qatar National Program for CSR was established and developed.

We see this program as more than just a national initiative. We see it as a knowledge and interaction bridge, a dynamic and effective link that works tirelessly to connect the pressing needs in the field and the real-world challenges faced by organizations with the rigorous research questions and scientific methods of the academic laboratory.

In return, we work to ensure that the results of research and academic

We firmly believe in the importance of supporting and developing the CSR ecosystem in the digital age.

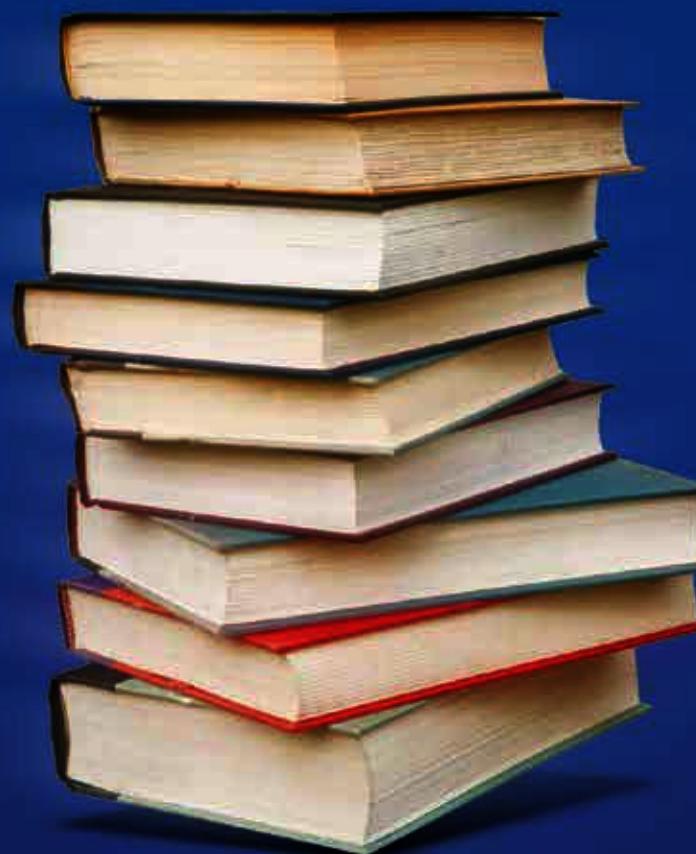


studies do not remain locked in drawers, but are translated and transformed into innovative practical solutions, informed institutional policies, and best practices that can be applied and measured. The program also represents a vital channel for communication and fruitful interaction between universities and research centers on the one hand, and decision-making circles in the public and private sectors on the other, to ensure that national policies and strategies are supported by the latest knowledge and best evidence.

To achieve these ambitious goals, we affirm our continued commitment to strengthen and expand our strategic partnerships with national and international universities, prestigious research institutions, and specialized think tanks. We will also intensify our efforts in organizing and hosting high-level scientific and dialogue events, such as seminars, workshops and roundtables, which bring together academics, researchers, experts, practitioners and policymakers to discuss the latest trends and best practices in the field of CSR and sustainability, anticipate future challenges and develop innovative solutions.

In addition, we aim to intensify our campaigns and initiatives to raise community awareness of the importance of sustainability in the digital age, and provide individuals and organizations with the knowledge and tools to adopt more responsible and sustainable digital practices. We see all these efforts as an investment in Qatar's future, to ensure that our journey towards digital progress is responsible, sustainable, and inclusive.

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